CEMBER 22, 1947

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

"they laughed
when I said
WOR was
a southern
station"

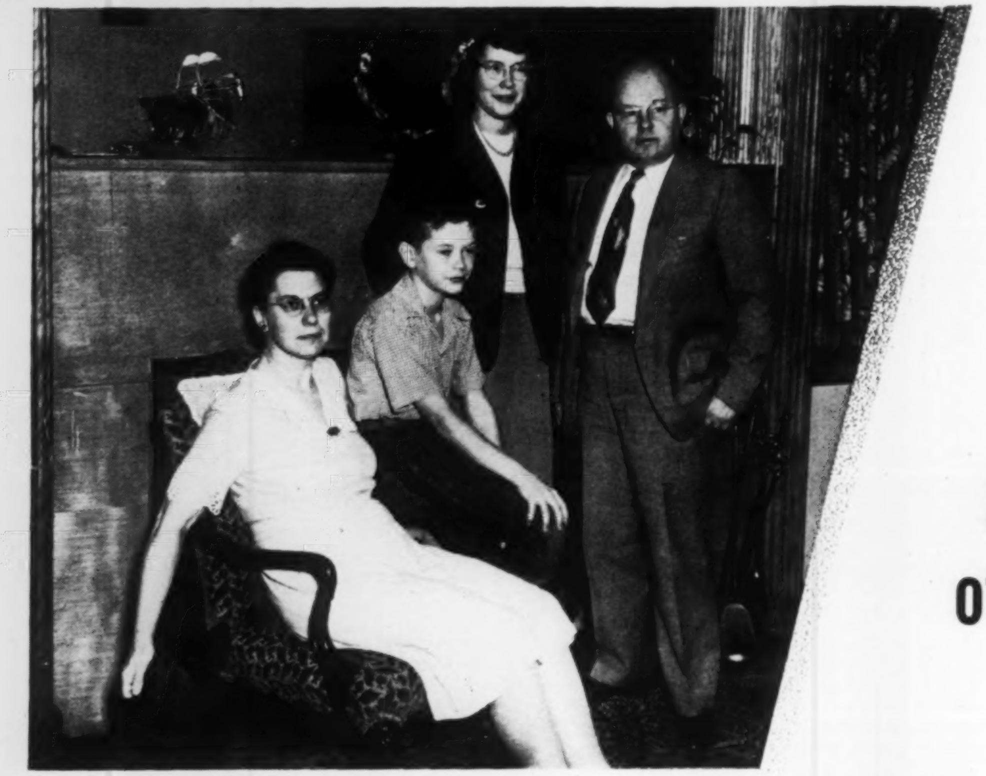
"You should have seen them; they roared when I said I wanted to sell my product in Virginia, parts of Georgia and the Carolinas, as well as points east. And that WOR could do it." The pay-off, of course, is that WOR *did* do it.

And if that skeptic there in the corner, who's raising one eyebrow cynically, would care to hear from an unprejudiced listener who happened to read one of our ads, here 'tis: "What d'ya mean — South Carolina and Virginia? We pick up WOR direct... and on an old set, too!"—signed, William Pawley, New Smyrna Beach, Fla.

So, if you, sir, would like to have people say, "Gimme" in the majority of 4½-million homes in 430 counties in 18 states which include the S-o-u-t-h, you could do worse than get in touch instantly with

– that power-full station WOR
at 1440 Broadway in New York

mutual



This is the *Tripp Family* of Belvidere Illinois

● Donald A. Tripp is secretary of the Mutual Fire Insurance Company, of Belvidere, Illinois. The Tripps, with their son and daughter, live in one of the finest houses in town (population: 10,051). Mr. Tripp is a graduate of the University of Illinois; his wife, Mylrea, attended Rockford College.

The whole family are musical. Mylrea plays piano and accordion; ten-year-old Bobby plays piano, clarinet and violin; and Elizabeth, age 17, the piano, flute and piccolo. For the past two years, Elizabeth has attended the Music Festival at Interlochen, last summer sang the lead part in the festival operetta.

The Tripp family have listened to WLS for years. When the children were younger, they ate breakfast every day listening to Jolly Joe and his morning kid show on WLS. Mrs. Tripp is a regular listener to WLS "Feature Foods," says of the program:

"I like Martha and Helen. Their friendly, helpful half-hour has been for years as much a part of my day as the family lunch hour. They seem like personal friends of mine. I feel I know them as well as my next door neighbors."

It is on such families as the Tripps that WLS microphones have been focused for almost 24 years. Whether they live in town or on the farm, WLS strives to give them the entertainment they wish, the information they need. How well we have succeeded is reflected in our loyal audience who send us a million letters every year—and upon a loyal audience depend advertising results.

WLS

CHICAGO 7

The
PRAIRIE
FARMER
STATION

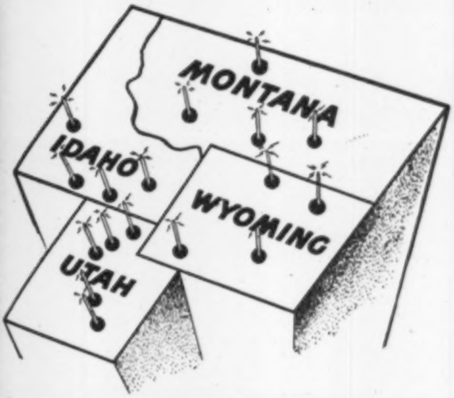
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 58.6% of the Audience



FOR ALKA-SELTZER!

(18.1 Hooperating at 12:30 p. m.)

The Winter, 1947 Hooper reveals that "Queen for a Day", aired for Alka-Seltzer over the Intermountain Network at 12:30 p.m., had 58.6% of the audience and a rating of 18.1 in 14 intermountain cities including Salt Lake City. Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS

Winter, 1947
Monday thru Friday

Time	Sets In Use	INTER-MOUNTAIN NETWORK Rating	A Network Rating	B Network Rating	C Network Rating	All Others Rating
12:30 p. m.	30.9	18.1	1.7	1.0	7.6	2.5

14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

What the Intermountain Network has done for Alka-Seltzer, Intermountain can do for you, too. See Avery-Knodel!

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

***Under Construction**

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

BIGGEST radio news of regular session of Congress convening Jan. 6 may not be White Bill consideration in Senate but full dress House subcommittee investigation of FCC, particularly since revelation of Commr. Clifford J. Durr's FBI and business-baiting tactics. Rep. Leonard W. Hall of New York, who succeeds to Interstate & Foreign Commerce subcommittee chairmanship, wants "look-see" at FCC and is expected to propose inquiry virtually with opening gavel.

CROSLEY BROADCASTING Corp., Avco subsidiary, has decided not to exercise option to acquire 49% of KSTP, St. Paul 50,000 watter headed by Stanley E. Hubbard. Avco through Crosley had advanced $880,000 last March to enable Mr. Hubbard to acquire 75% stockholdings of Shields and Brown estates and procured six-month option to purchase 49% minority for $690,000 leaving Mr. Hubbard with 51%. FCC records disclose option not exercised. Mr. Hubbard understood now seeking other private financing.

NEW WBOM at Oak Ridge, Tenn., where atom bomb was developed, henceforth will be officially known as WATO. Atomic Energy Commission officials, who operate community, evidently felt former call letters were too explosive, since city was dedicated to peacetime development of nuclear energy. Consequently manager and Co-owner Marshall H. Pengra obligingly switched (with FCC approval) to "WATO, the Atomic City, Oak Ridge, Tennessee."

SHOULD additional vacancy on FCC occur within next few weeks spontaneous campaign is expected to develop for elevation of George E. Sterling, chief engineer, to top level. Desirability of having engineer is stressed, in view of impending NARBA and other allocations problems. Mr. Sterling's chairmanship of American delegation to preliminary NARBA discussions in Havana last month won admiration of government and industry observers alike.

PLANS for nationwide chain of intrastore video installations in leading department stores nearing completion, should be announced early in 1948. System contemplates participation by national manufacturers as well as stores in video display set-up.

FIRST screening of department store radio programs entered in NRDGA second annual contest shows marked improvement in retailer broadcasts this year. Winners to be announced at NRDGA convention in mid-January. Progress in retailer radio traced to industry campaign to acquaint stores with medium's sales power small as stimulus of first NRDGA contest.

EFFORT of NAB to make RMA set makers more radio conscious, especially when spend-

(Continued on page 82)

Upcoming

Dec. 29: Council on Radio Journalism, Warwick Hotel, Philadelphia.

Dec. 29-30: American Marketing Assn., midwinter meeting, DePaul U. and Sheraton Hotel, Chicago.

(Other Upcomings on page 76)

Bulletins

REPORTS OF complete Government domination of Argentine network broadcasting through purported acquisition of three major chains by officials or relatives of heads of Peron Government, reached Washington unofficaly last Friday, but could not be confirmed at State Dept. Latin-American desk. Eva Peron, wife of Argentine president and strong-man, was said to have "acquired" most important of nation's outlets. Inter-American Broadcasters Assn. recently protested to Peron Government over closing of three stations which had evidently "offended" Government. Newspapers and stations alike have had censorship troubles with Government for last two years.

FCC CALLS FMA-AT&T MEETING ON WIRE LINES

FCC late Friday called conference of FM Assn. and AT&T representatives for Jan. 13 to consider FMA petition for Commission hearing on "establishment of common carrier facilities for FM network operation" [BROADCASTING, Dec. 15].

FMA accused AT&T of discriminating against FM, claimed FM is being "considerably retarded" by lack of high-fidelity network facilities, and asked that FM be allowed to use AT&T coaxial cable on same free basis as television until rates are set for common carrier FM network service.

Jan. 13 conference will be conducted by FCC representatives, will get underway at 10 a.m.

Business Briefly

SPONSORS MYSTERY ● Atlas Prager Brewing Co., Chicago, first to contract for Bulldog Drummond disc package of Chartoc-Coleman Productions, planning national distribution. Show formerly live on MBS. Series of 104 discs to have same format and personnel and be generally available in January. Brewer to sponsor on WGN Chicago, Wed., 9:30-10 p.m.

SPORT SPOTS ● American oil companies will use one and five-minute sport reviews on 650 stations early next year, American Petroleum Institute announced Friday. API approved plan for industry to spend $1,850,000 for publicity and promotion. Agency, Sullivan, Stauffer, Colwell & Bayles Inc., New York.

52 WEEK RENEWAL ● Schutter Candy Co., division of Universal Match Co., St. Louis, (Old Nick, Bit-O-Honey) renews *David Harding-Counterspy* Feb. 1 for 52 weeks on full ABC network, Sundays, 4-4:30 p.m. CST. Agency, Schwimmer & Scott, Chicago.

MILES CONTINUES ● Miles Labs., Elkhart, Ind. (Alka-Seltzer), Dec. 29 renews for 52 weeks *Queen For A Day* on full MBS network, Monday through Friday, 1-1:30 p.m. (CST). Agency, Wade Adv. Agency, Chicago.

CHURCHWARD BUYS TV AS PECK REORGANIZES

PECK ADV. AGENCY, New York, will consolidate media, radio departments beginning Jan 1 under A. L. Lieberman, media director. Peck to launch first video program Jan. 11 with one-time show on WNBT New York sponsored by Churchward & Co., West Haven, Conn., for Steel Craft cruisers. Show also will mark Churchward's entry into radio. Future telecasts in several markets tentatively planned. Sanford L. Hirschberg is account executive.

Midwest to Get Convention TV by Film

PROPOSAL to provide direct television service from Republican and Democratic national conventions in Philadelphia next summer to stations in Midwest abandoned Friday at Philadelphia meeting of 25 TV executives. Meeting was called by Roger W. Clipp, general manager of *Philadelphia Inquirer* stations and chairman of Mayor Bernard Samuel's Radio & Television Committee (early story page 17).

Plane shipment of newsreel films will provide fastest possible service since microwave relays and coaxial circulits will not be available by summer of 1948. Films would be used for all stations not now served by AT&T eastern coaxial circuit.

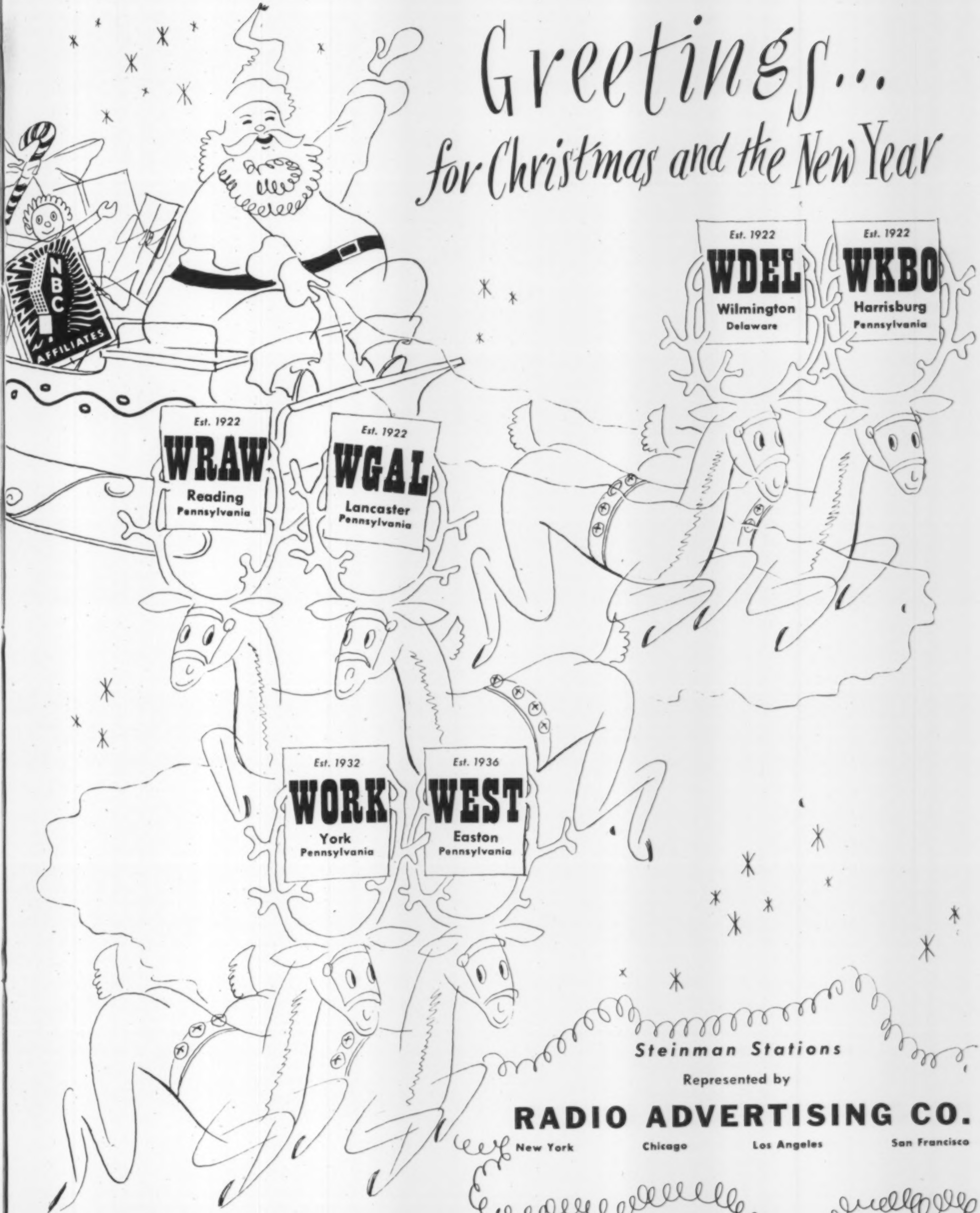
Committee named to make plans for service includes Kenneth W. Stoman, TV director of WFIL-TV Philadelphia; Frank Bremer, WATZ Newark, now under construction; B. O. Sullivan, WLTV New York, now under construction; Neil H. Swanson, WMAR-TV Baltimore. Committee will investigate costs and facilities available, as well as camera locations, sponsorship possibilities and other factors.

F. R. MacFarland, AT&T, said no coaxial cable will be available for midwest service next summer but explained three different TV programs can be handled simultaneously out of Philadelphia to New York and Washington.

J. Z. Millar, Western Union, told committee his company plans installation of two-way radio beam circuit between New York and Philadelphia, probably available to telecasters at time of convention.

Plans for regular weekly TV newsreel exchange between eastern and midwestern stations discussed by committee.

Greetings...
for Christmas and the New Year



NBC AFFILIATES
Est. 1922
WDEL
Wilmington
Delaware
Est. 1922
WKBO
Harrisburg
Pennsylvania
Est. 1922
WRAW
Reading
Pennsylvania
Est. 1922
WGAL
Lancaster
Pennsylvania
Est. 1932
WORK
York
Pennsylvania
Est. 1936
WEST
Easton
Pennsylvania

Steinman Stations

Represented by

RADIO ADVERTISING CO.

New York Chicago Los Angeles San Francisco

Hasn't Scratched Yet?*----

----but we have!

WHHM has done more than scratch the surface in listener attention . . . and audience approval . . . just cast an eye over the High Hoopers WHHM has consistently obtained.

★

We're fond of thinking that we've changed the local radio picture in Memphis . . . both as regard to audience . . . and advertisers' returns.

The Station Folks listen To Is the Station Folks Follow Thru on . . . in buying advertised items.

MAKE UP THAT BUDGET LIBERALLY FOR MEMPHIS AND WHHM. LOOK AT THE FACTS AND WE FEEL CERTAIN YOU'LL BUY THE STATION THAT PROVIDES

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

PATT McDONALD,
general manager

MEMPHIS, TENNESSEE

Represented by
FORJOE & CO.

*With a fond pat to the Bon Ami Chick for a swell motto

BROADCASTING
TELECASTING

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

"FRIEND OF THE FAMILY"

—the local station is a welcome visitor every day

WNAC	Boston, Mass.
WFAU	Augusta, Me.
WJOR	Bangor, Me.
WICC	Bridgeport, Ct.
WKXL	Concord, N. H.
WSAR	Fall River, Mass.
WEIM	Fitchburg-Leominster, Mass.
WHAI	Greenfield, Mass.
WONS	Hartford, Ct.
WHYN	Holyoke, Mass.
WLNH	Laconia, N. H.
WCOU	Lewiston-Auburn, Maine
WLLH	Lowell-Lawrence, Massachusetts
WKBR	Manchester, N. H.
WNLC	New London, Ct.
WBRK	Pittsfield, Mass.
WMTW	Portland, Me.
WHEB	Portsmouth-Dover, N. H.
WEAN	Providence, R. I.
WSYB	Rutland, Vt.
WWCO	Waterbury, Ct.
WDEV	Waterbury, Vt.
WAAB	Worcester, Mass.

Yankee—New England's largest regional network—is also the most flexible network in choice of coverage.

Each of Yankee's 23 home-town stations is an accepted influence in local affairs, an important and friendly approach to the community it serves. You can buy any individual station, or any number of stations, individually or as a network group.

You write your own ticket. Pick your markets. There is a local Yankee station covering every important market in this rich six-state area. You can reach directly into more markets with greater impact than through any other radio group. It's your best buy in New England.

"This is The Yankee Network"

Member Mutual Broadcasting System

5

NBC *network*

15

6

most popular... according to Hooper Program Surveys. Year after year NBC has carried an overwhelming majority of the most popular programs on the air. Today, 19 of the 25 highest rated programs are on NBC.

3

most listened to... according to the Broadcast Measurement Bureau, the industry's official audience gauge. BMB, in a completely impartial survey of actual *listeners* to all networks, found that each week NBC reaches nearly 3,500,000 more radio *families* in the evening and over 2,500,000 more radio *families* in the daytime than the second network.

18

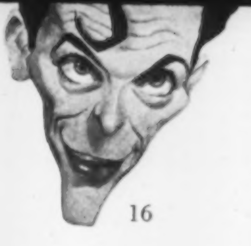
most effective . . . in the judgment of advertisers. Last year, according to Publishers' Information Bureau, gross expenditures for network facilities by the hundred largest radio advertisers, were $65,000,000 on NBC—nearly $13,000,000 more than on the second network. Further, NBC not only delivers larger audiences and more popular shows, but on a straight comparison of facility costs and BMB families, NBC *delivers more listeners per dollar*, both day and night, than the network with the second largest audience.

19

17

7

rk of the stars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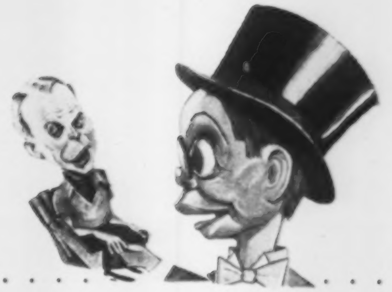
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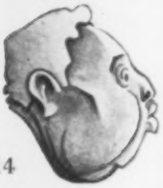
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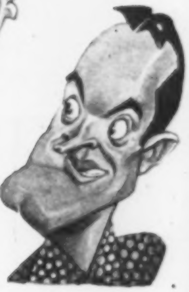
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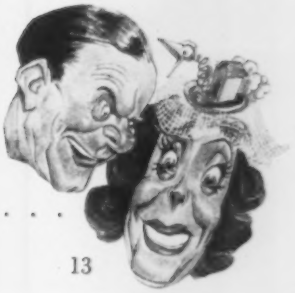
These are the stars of the 19 NBC programs which today are among radio's top 25. (HOOPER REPORT NOV. 15-21)

KEY

1. *Bob Hope*
2. *Jack Benny*
3. *Fibber McGee and Molly*
4. *Charlie McCarthy*
5. *Amos 'n' Andy*
6. *Fred Allen*
7. *Red Skelton*
8. *Mr. District Attorney*
9. *Ralph Edwards*
10. *Al Jolson*
11. *Alice Faye & Phil Harris*
12. *Duffy's Tavern (Ed Gardner)*
13. *Burns & Allen*
14. *The Great Gildersleeve*
15. *William Bendix*
16. *Frank Sinatra*
17. *Henry Aldrich*
18. *Judy Canova*
19. *Jack Carson & Eve Arden*

DRAWINGS BY SAM BERMAN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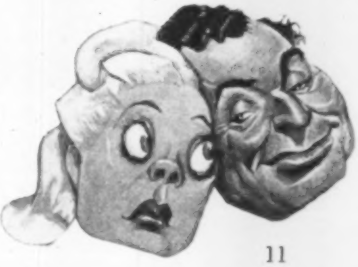
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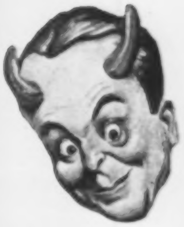
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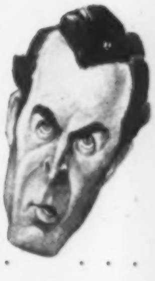
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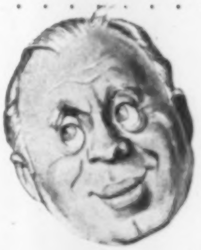
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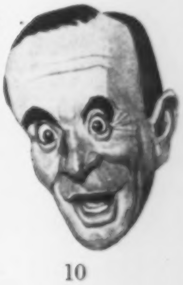
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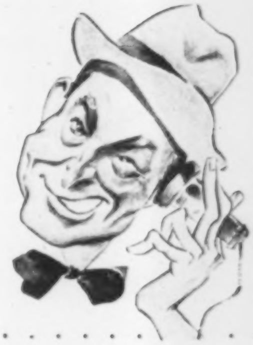

12

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

In Music

Means:

"Strike Up The Band"

But IN DALLAS —FORT WORTH

It's 1 STATION
WFAA

2 FREQUENCIES
820 - 570

3 NETWORKS
NBC - ABC and
Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the
Dallas Morning News

Represented Nationally by
EDWARD PETRY & CO., INC.

Feature of the Week

"WHERE and why do radio stations get such names—those odd assortments of letters which usually spell nothing?" asks the Asbury Park (N.J.) *Evening Press* in the issue announcing the opening of WJLK(FM).

The article explains the call letters of WJLK as being the initials of J. Lyle Kinmonth, for nearly 50 years editor and publisher of the *Press*, licensee of the station.

Then the *Press* goes on to point out other call letters which have a meaning behind them. "Researchers say," the paper explains, "that call letters denote (1) civic pride, (2) names of universities, (3) names of newspapers, (4) names of persons, (5) miscellaneous reasons, and (6) no significance."

WCFC (FM) Beckley, W. Va., says the *Press*, falls into either of two categories, (1) civic pride or (6) no significance. The paper claims the letters were at first selected for being easy to remember and to pronounce. Then there were several slogans selected to fit the call letters: "West Virginia's Cleanest and Finest City," or "West Virginia's Coolest and Finest City" for the summer. "World's Cleanest and Finest Coal," was also thought of.

"Many call letters were born simply on the impulse of some person who helped build a station," continues the *Press*. "For example, years ago in Pomeroy, Ohio, a young man named Glenn E. Chase applied for a license to operate a radio station. In his application Chase jokingly implied that because he was making most of the equipment himself, it would probably be the Worst Station from A to Z, and asked that appropriate call letters be assigned to him. His request was granted and the station was named WSAZ."

The present owners say the letters stand for "With Service from A to Z," adds the *Press*.

"Station WEBR says, 'We Extend Buffalo's Regards'," according to the article. "And the sunshine city of St. Petersberg, Fla., [WSUN] asks, 'Why Stay Up North?' "

BROADCASTING *would be interested in hearing from stations with call letters that have a definite significance. From time to time the more interesting ones will be published.*

Sellers of Sales

JANE Daly is one young lady who really likes her job—she's a timebuyer for Earle Ludgin & Co., Chicago. And radio is the finest business in the world, Jane thinks. It helped make her husband assistant sheriff of Cook County (Chicago).

During the last county election, Jane convinced her husband, Alfred J. Borah, that radio was needed to reach into thousands of Republican homes and get out the vote, for Cook County had been strongly Democratic. She flooded the Chicago airlanes with transcribed messages and crossed her fingers on election day. Her candidate won handily.

Jane had every reason, however, to be confident that radio would do a successful job. As timebuyer for Ludgin since 1941 she has placed millions of dollars in spot-buying for Rit Dyes.

JANE

A station representative's dream of an ideal timebuyer, Jane not only is loaded with charm and attractive to the eye, but she gives everybody a fair shake when a Ludgin account goes into national spot. She doesn't believe, for instance, in making up her mind about the station she wants in a market and then calling in the "reps" to see what will produce the best deal. All station representatives in the market are invited in to display his wares. From the information they supply and her knowledge of the market based on past experiences, she makes her final choice. She doesn't buy from the book either—i.e., from Hooper or BMB alone. Jane believes that other intangible elements often are just as important as a row of decimal points.

While she has been most widely known for her work on spot radio, both Jane and the agency are justifiably proud of a program that is heard only in the Chicago area. It might be called the listener's best buy in radio, depending on how much you like classical music, the Chicago Symphony Orchestra and Artur Rodzinski. If you are a fan and like all three you can save yourself the $3.60 it costs for a front row seat at the regular Thursday night concert by tuning in the orchestra on WCFL Chicago Wednesday from 8-9 p.m. Chicago Title & Trust is also Jane's and Ludgin's idea of a perfect sponsor since it isn't interested merely in the rating or the cost. All CT&T wants—and is

(*Continued on page 72*)

Remember the story about...

The little break through

... that grew

into a giant eruption?

It happened in Mexico. And it happened in Washington radio. We started small. And unlike that volcano, instead of ruining the countryside . . . we had business beating a path to our big radio blast. Our blast was programming. We seem to have hit what the people wanted to listen to. Today W-W-D-C, W-W-D-C—FM are the ways to reach the most people for less money. To cover this great market —it's 1450 on W-W-D-C— 101.1 on W-W-D-C—FM.

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Represented Nationally by
FORJOE & COMPANY

Silent Night
FRANZ GRUBER
Harmonized by Sir John Stainer
Molto moderato ♪= 84
pp
night! night! night!
Ho Ho Ho
is calm,
herds quake
of God,
all at lov
Round yon Vir - gin
Glo - ries stream from
Ra - diant beams fro
Child, far face
Ho - ly
Heav'n - ly
With the
ten - der and mild,
Al - le - lu - ia;
deem - ing grace,

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

how would you like "SINGING SAM" *in* INDIANAPOLIS?

- One of the *most* wonderful things about spot radio is, of course, the way it so often permits you to capitalize on "local angles" that just aren't available from any other medium.

Take "Singing Sam" in Indianapolis, for instance. This happy Hoosier is a drawing card almost everywhere — but because he *started* his radio career in Indianapolis, his friendly voice is an especially beloved feature at Station WISH. In fact, Singing Sam at 11:30 a.m. across the board, boasts a 6.9 rating in a quarter-hour daily program of songs that Hoosiers love to hear.

That's just one of *many* top-notch local spot programs which illustrate how effective Bull's-Eye Radio can be — not only in Indianapolis, but in *any* of the cities listed at the right. We'd like to show you some other outstanding values, too. May we?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KFRM-KMBC
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.*
CHICAGO: *180 N. Michigan Ave.*
DETROIT: *Penobscot Bldg.*
FORT WORTH: *406 W. Seventh St.*
ATLANTA: *Palmer Bldg.*
HOLLYWOOD: *6331 Hollywood Blvd.*
SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 24 WASHINGTON, D. C., DECEMBER 22, 1947 $7.00 A YEAR—20c A COPY

Industry Group Plans Strike Operation

Committee to Pick Special Counsel This Week

DESPAIRING of interim settlement of the radio music impasse, the allied industry front last Friday approved in broad outline a plan for operation without union musicians which would extend to all broadcast operations beginning Dec. 31.

With music back-logs for all foreseeable contingencies already built by networks, transcription and record manufacturing companies, the joint Industry Music Committee this week will name legal and public relations counsel to offset the galaxy of opposite numbers already aligned by James C. Petrillo, president of the American Federation of Musicians.

The Industry Committee agreed in broadest terms to a general strategic plan submitted by its Executive Committee, but more detailed planning awaited the appointment of the special counsel, who are expected to be named some time this week.

Delay in Appointments

The delay in appointments of the public relations and legal counsel was occasioned because of the disagreement within the Public Relations Subcommittee which had been assigned to recommend a single name to the Executive Committee. The subcommittee, it was reported, was unable to narrow its choice below two candidates, whose identities were not publicly revealed.

Unprovided with a final recommendation from that subcommittee, the Executive Committee decided to postpone the appointment of the legal counsel as well, it was said, although the legal subcommittee had presented a name which was reported to be satisfactory to all parties.

It was believed that Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc., was slated as chief legal counsel. Mr. Kaye was instrumental in the formation of BMI and was chief legal strategist in the ASCAP-Radio fight nearly a decade ago.

The Executive Committee, which had been assigned several weeks ago to prepare a plan for the Industry Music Committee, was understood to have submitted recommendations that were of the broadest nature.

Among the primary points discussed was the appropriation of funds to finance whatever public relations and legal activities were undertaken by the special counsel. A. D. Willard Jr., executive vice president of the NAB and acting chairman of the Industry Music Committee, said after the committee meeting that no specific sum had been mentioned in the discussion of the budget. He said the amount would necessarily depend upon the size of the fees demanded by the public relations counsel and legal counsel.

Thinks Figure High

Asked if $75,000 for a three-month period had been a budgetary sum proposed by the Executive Committee, Mr. Willard said only that the figure "sounded a little to high."

Mr. Willard said that no matter what sum was finally established it would be equitably assessed on the various elements represented in the committee according to their respective incomes.

TO COUNSEL POST?

SYDNEY M. KAYE

Meanwhile networks were continuing to doggedly dig in against Petrillo's winter campaign. They were storing such useful ammunition as specially-recorded music and programming revisions which could be thrown into the breach in case of a walkout by the AFM.

Doubtlessly, a comprehensive public relations program was contemplated as a means of acquiring public support for whatever measures the industry would take in opposition to Mr. Petrillo. The preparations were particularly feverish because of the nearing deadlines which the AFM president has set for action against the recording industry.

Mr. Petrillo last week permitted himself to be quoted repeatedly in press accounts from Chicago to the effect that the AFM did not intend after expiration of its contracts with record manufacturers Dec. 31, to make records again.

Petrillo Reiterates Stand

"We are never going to make records again," Mr. Petrillo said. "I want to emphasize that word 'never.'" The musicians' chief also announced that he intended to continue collection of royalties from record manufacturers even after expiration of the contract. It was his interpretation that any record made while the contract was in force was taxable for his musicians' unemployment fund.

Mr. Petrillo contended that although the Taft-Hartley Act had outlawed royalty payments to unions, it would not apply to contracts made before the passage of the law.

Industry attorneys said they

(Continued on page 76)

NAB Preparing for Geneva Meeting

Other Nations Gunning For Greater Share Of Channels

By J. FRANK BEATTY

WITH spectrum space in a chaotic state and nations scrambling for more and better channels, NAB is preparing to take an active part in a series of 1948 world conferences designed to bring order out of post-war confusion, according to Royal V. Howard, NAB Director of Engineering.

At stake are the facilities of some 1,800 standard broadcast stations in the United States, with other nations of North America clamoring for frequencies and rights which would shake the whole broadcasting structure.

Inefficient transmissions by South American countries, with resultant whistles around U. S. emissions, and interference from stations in Europe and elsewhere, also have become problems of paramount concern to every American broadcaster, according to Mr. Howard.

After Jan. 1, when K. Neal McNaughten joins NAB as assistant to Mr. Howard [BROADCASTING, Dec. 15], the association will undertake a series of technical studies preparatory to the international meetings which get underway early in the year. Starting with the High-Frequency Broadcasting Planning Board, which assembles at Geneva in March, Messrs. Howard and McNaughten will represent NAB at meetings which will play an important role in shaping the future course of radio services.

Groundwork for these conferences was laid at Atlantic City last summer when representatives of 78 nations signed the International Telecommunications Convention of Atlantic City and the International Radio Regulations of Atlantic City. These treaties include a worldwide frequency allocations table extending up to 10,500 mc.

However, the coming year will be marked by conferences at which individual nations will be fighting for every niche they can find in the spectrum, and competing with neighboring nations for coveted frequencies.

Two meetings will be held by NAB in January to go over preliminary plans for protection of U. S. broadcasting channels. First will be the Engineering Executive Committee, of which Orrin W. Towner, WHAS Louisville, is chairman. Meeting Jan. 13-14 in Washington, the committee will review Mr. Howard's plans to take part in the meetings.

The NAB board's International Advisory Committee will meet Jan. 14, 15, 16, indicating extent of the directors' interest in the worldwide problem. Last November the board

(Continued on page 78)

Mr. Obrist

Mr. McClay

Mr. Caskey

WCAU, WPEN Announce Plans As Transfers Are Completed

PHILADELPHIA's 50-kw WCAU and 5-kw WPEN were formally transferred to their respective new owners last Thursday in consummation of the sales, involving stripped prices totaling about $3,700,000, which FCC approved two weeks ago [BROADCASTING, Dec. 8].

The *Evening Bulletin* took over WCAU from the Philadelphia Record Co., which it acquired through the purchase of J. David Stern's newspaper and radio interests, and Sun Ray Drug Co. took over WPEN from the *Bulletin.* The transactions also involve the exchange of WCAU-FM for WPEN-FM and WPEN-TV and corresponding changes in call letters so that the *Bulletin* stations will all use the WCAU basic call.

Coincident with the transfer, *Bulletin* President Robert W. McLean announced the formation of WCAU Inc. to operate the firm's radio interests, which include facsimile as well as AM, FM, and television.

Mr. McLean is chairman of the board of WCAU Inc., and Dr. Leon Levy, co-founder of the station and retained to direct its operations when it was sold to the *Record,* is president and will continue as general manager.

Mr. Larson

Richard W. Slocum, secretary and general manager of the *Bulletin,* is vice president and secretary. Joseph L. Tinney, WCAU assistant general manager; G. Bennett Larson, former WPEN manager, and Isaac D. Levy, brother of Dr. Leon Levy, are vice presidents, and William L. McLean Jr. of the *Bulletin* is treasurer.

Mr. Larson joins the new firm as director of television as well as vice president. No personnel changes will be made, except that additional staff members will be employed to operate the television station, which is now under construction and will operate on Channel 10.

The board of directors of WCAU Inc. is composed of Robert W. McLean, William L. McLean Jr., Richard W. Slocum, Dr. Leon Levy, Isaac D. Levy, and John S. Williams.

WCAU Price $2,900,000

The *Bulletin* acquired WCAU, a CBS affiliate on 1210 kc with 50 kw, and its FM affiliate for a stripped price of about $2,900,000. It sold WPEN, an independent operating on 950 kc with 5 kw, to Sun Ray Drug, operator of some 150 stores throughout the Eastern Seaboard, for $800,000.

The new WPEN owner, meanwhile, announced staff realignments and plans for expanded activity. The company is headed by Harry Sylk, with William H. and Albert J. Sylk as executive vice presidents.

Officials announced that Edward C. Obrist, assistant manager of WPEN under *Bulletin* ownership, has accepted the top managerial post, and that virtually the entire staff of the station remains.

William B. Caskey, advertising head, has moved up to the post of assistant to the manager, while still retaining immediate charge of all of the station's advertising and promotion. He has had long association with national advertisers through prior affiliation with N. W. Ayer & Son. His first duties will be in the direction of advertising, promotion and other station exploitation, but later he will devote much time to development and expansion of Sun Ray Drug's radio interests, it was announced.

John McClay, program director, has been given staff additions with a view to expanding FM and community service programs and to carrying out experimental programming.

Alexander W. Dannenbaum Jr., formerly with WDAS Philadelphia, has been engaged to head the station's sales operations [BROADCASTING, Dec. 8], and Charles W. Burtis, head of technical operations, is planning improvements in AM and FM.

Lever Bros. and Sterling Drug Renew CBS Shows

RENEWALS for 52 weeks on *My Friend Irma* and *Big Town* were announced by CBS last week.

Lever Bros., Cambridge, Mass., which has been a CBS sponsor since 1935, has renewed the comedy-variety series *My Friend Irma,* heard Mondays, 10-10:30 p.m. Contract is effective Dec. 29, with Young & Rubicam, New York, as the agency. *Big Town,* heard Tuesdays, 8-8:30 p.m., was renewed by Sterling Drug Inc., New York, a CBS sponsor since 1931. Effective date is Dec. 30, and Pedlar & Ryan Inc., New York, is the agency.

Conti Uses Spots

CONTI Products Corp., New York, makers of Castile Shampoo, converted all of its radio advertising to spot announcements beginning Dec. 8, with one minute transcribed spots in seven key cities running for 13 weeks. From 18 to 50 spots a week are being used on an average of two or three stations in New York, Chicago, Philadelphia, Baltimore, Washington, D. C., San Francisco and Los Angeles. The agency is Bermingham, Castleman & Pierce Inc., New York, with Philip Warner as account executive.

Rooney-CBS Contract

FORMAL signing of Mickey Rooney to a term contract with CBS [BROADCASTING, Dec. 8] was completed last week, as well as cutting a half-hour audition record for the network. Directed and produced by William Robson, CBS Hollywood executive producer, format features Mr. Rooney in a dramatic program playing the role of a reporter on a metropolitan daily newspaper. Script is a joint collaboration by Sam W. Taylor, freelance writer, and John Dunkel, editor of network programs.

Milrose Plans

MILROSE Products Co. Inc., New York, makers of Rad Easy Cleaner and Rad Furniture Polish, will begin a nation-wide test campaign early in February using spot participation in an undetermined number of low-population markets. Holland Sales Co., New York, has been appointed national sales representative, and George P. Buente Inc., New York, will handle the advertising. David W. Stallard is account executive.

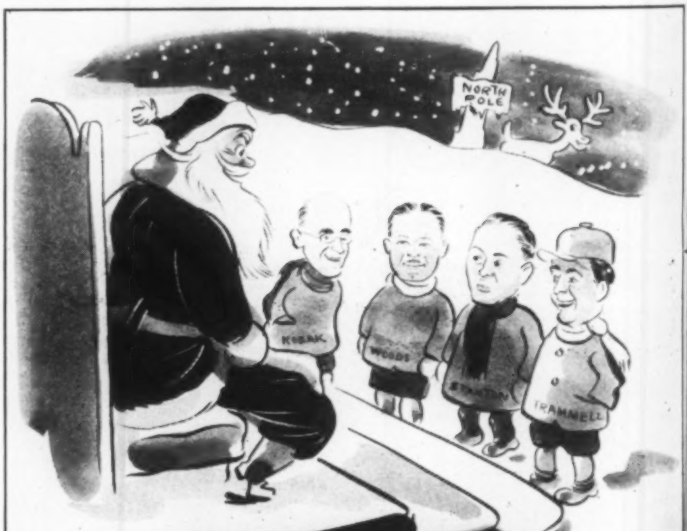
CBS Advertisers' Rate Protection Now 6 Months

CBS ADVERTISERS will be protected against rate and discount charges for six months instead of a year, as heretofore, effective immediately and subject to "current contractual commitments," the network announced last week in a letter to clients and agencies [CLOSED CIRCUIT, Dec. 15]. Letter was signed by William C. Gittinger, vice president in charge of sales.

This has been necessitated, according to Mr. Gittinger, by the general postwar rise in operation expenses, which makes it impossible for CBS ". . . to forecast broadcasting costs at long range."

Returns to Radio

AFTER A LAPSE of two years, Blue Bonnet margerine, made by Standard Brands, New York, is returning to radio. Campaign, which is being prepared by Ted Bates Inc., New York, will start Jan. 12 and run through March 31. The advertiser will use six spot announcements weekly on approximately 53 stations.



Drawn for BROADCASTING by Sid Hix

". . . and lots of brand new records, and an AFM renewal, and musicians, and more sponsors, and high ratings, and fresh comedians, and . . ."

EDITORIALIZING Does Radio Think It a Prerogative?

BROADCASTERS agree overwhelmingly that station editorializing should be permitted and a large majority oppose any limitations whatsoever on that right. These conclusions were reached as results of the eighth TRENDS survey of station manager opinion in the series conducted for BROADCASTING by Audience Surveys Inc. were compiled.

The survey was conducted during November by Audience Surveys, which polled a representative cross-section[†] of managers of commercial AM stations. The managers were asked:

(1) Whether stations should have the right to editorialize; (2) if so, should there be any limitations in subject matter to this right; and should stations be required to provide time to present replies to their editorials; (3) if stations should not editorialize, how should controversial issues be handled; (4) how would stations plan to staff for the selection and preparation of editorials; (5) will editorializing add to station prestige—to station problems; (6) should networks editorialize; and (7) how many stations will editorialize, if permitted to do so.

BROADCASTING in this issue presents the first portion of results of the survey as follows:

"Should radio stations have the right to editorialize?" (See Table I)

Broadcasters agree by an overwhelming majority that they should have the right to editorialize. Approximately nine out of ten stations take the affirmative position, against 10% who feel that stations should not editorialize. Only 2% of the panel reported no opinion.

"Should there be any limitations in subject matter to this right to editorialize?" (See Table II)

67% of the stations who feel that stations should have the right to editorialize believe there should be no limitations in subject matter to that right—more than twice the 29% who feel that there should be some restrictions. Again, few stations were undecided on this question. Only 1% were uncertain, and 3% reported no opinions.

"If there should be limitations, what subjects do you feel stations should not editorialize about?" (See Table III)

Clearly, most of the stations (of those who believe there should be editorializing limitations) feel religion would not be a proper subject for editorializing; 82% of this group would ban the subject. Approximately one-fourth of these stations feel that national and local politics should be excluded from station editorial discussions. About one out of six would exclude international affairs and labor; while relatively few (6%) would not discuss national government or social problems. 4% would avoid local government.

Among the additional subjects which this group of stations feels should *not* be handled editorially are: Race, court hearings and trials; personalities; farm questions. In addition, some respondents pointed up that indecency and obscenity must of course be avoided, and that station policy must be the final determinant of the propriety of any subject.

"Should stations be required to provide time in which to present replies to the editorials they carry?" (See Table IV)

65% of the stations who believe they should be permitted to editorialize feel that stations *should* be required to provide time to those who may wish to reply to their editorials—more than twice as many as feel that this should not be required (29%). Only 6% have no opinion or failed to answer.

"If a station assumes the new function of editorializing, who should select and prepare editorials?" (See Table V)

Recognition of the importance of an editorial function is demonstrated by the staff levels on which stations would expect selection and preparation of editorials to be made. 56% say that editorials should be in the hands of an editorial board of top management; 21% report it should be the func-

(Continued on page 71)

[†] A sample of U. S. commercial AM stations in operation September 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate and geographical area.

Table I

"Should radio stations have the right to editorialize?"

	% of all respondents
Yes	88 %
No	10
Don't know	2
TOTAL	100

* * *

Table II

"Should there be any limitations in subject matter to this right to editorialize?"

	% of all who believe stations should have the right to editorialize
Yes	29 %
No	67
Don't know	1
No answer	3
TOTAL	100

Table III

"If there should be limitations, what subjects do you feel stations should not editorialize about?"

	% of stations who believe there should be limitations in subject matter
Religion	82*
National Politics	28
Local politics	24
International affairs	16
Labor	14
National government	6
Social problems	6
Local government	4
All other	22

*Percentages add to more than 100 because many respondents indicated more than one subject.

Table IV

"Should stations be required to provide time in which to present replies to the editorials they carry?"

	% of all who believe station should have the right to editorialize
Yes	65 %
No	29
Don't know	2
No answer	4
TOTAL	100

* * *

Table V

"If a station assumes the new function of editorializing, who should select and prepare editorials?"

	% of all respondents
An editorial board of top management	56*
Station manager	21
An editor	18
Station owner	17
Program manager	4
All other	12

*Percentages add to more than 100 because some respondents indicated more than one person.

On Editorializing . . . AN EDITORIAL

IT IS NO SURPRISE that American broadcasters have voted overwhelmingly in the BROADCASTING TRENDS poll on this page in favor of the right to editorialize. Since the NAB 14th district meeting in Salt Lake City last January passed its resolution mandating the board to take action there has been no doubt about the feeling in radio. That resolution was the first affirmative step in a campaign which will culminate in the FCC rehearing of the Mayflower case set for March 1.

Certain other results of this TRENDS poll are a little more surprising. For instance 28% of the station managers who think they should have the right to editorialize, doubt if their editorials should deal with national politics. Some 24% would rather stay out of local government. Although limiting editorializing along these lines might seem desirable at times, we doubt that it would be feasible. If one has an opinion on anything he has to take sides sooner or later on political matters.

While 65% of station managers think those opposing their editorial views should have time to answer station editorials, 29%, or nearly a third, say there should be no opportunity to give differing views—certainly a sharp and decisive split on an important question. Our own opinion is that since freedom of speech is the principle for which we are fighting that freedom must extend to those who hold views which differ from ours. The printed page counterpart is the "Letter to the Editor" column.

Another difference is apparent in the vote on who should select and prepare the editorials. The majority, 56%, favor an editorial board, while the station manager, an editor and the station owner rate 21, 18 and 17% respectively. The program manager scarcely gets a vote of confidence, drawing only 4%.

The results of this timely study furnish real fodder for sober thought. The broadcaster properly feels he should have the right to express his opinions—a right accorded every American under our Constitution and one denied every subject of a totalitarian government. Thus, the broadcaster, among all Americans, is denied his heritage.

The Mayflower Decision, as NAB President Justin Miller has so convincingly proclaimed, was conceived in bureaucratic sin. It came in *obiter dictum* from which there was no appeal, since the license of the station on the carpet was renewed.

We restate what we have said repeatedly since the mischievous Mayflower Decision was handed down in 1941: the American broadcaster is entitled to the right to editorialize. The extent to which he may or may not exercise that right is something to be left to the discretion of management.

Redrafted S-1333 Goes Over To Regular Congress Session

HOPE of Chairman Wallace H. White Jr. of the Senate Interstate and Foreign Commerce Committee to get immediate favorable Committee action on redraft of his bill to sweepingly amend the Communications Act went aglimmering Friday with the adjournment of the special session of Congress.

Senator White's controversial bill, reported favorably by subcommittee on Dec. 11 [BROADCASTING, Dec. 15] was not made public. It was learned, however, that it embodied a number of important departures from the original draft of S-1333, which was lambasted by most radio witnesses at hearings in June.

Preoccupation of the Senate with interim relief and price control legislation led Chairman White to forego convening of the full committee for consideration of the revised bill. The measure and a proposed report to the Senate were in process of being revamped by Senator White and his committee staff headed by Edward Cooper.

With adjournment, Senator White is expected to withhold release of the new bill until after the regular session gets under way Jan. 6. Early in the new session, it is presumed, he will call his full committee together and urge a favorable report.

Committee Approval Seen

Because the subcommittee voted unanimously for the measure, it was expected that the full committee would follow the majority leader's recommendations with little or no opposition. Observers are inclined to believe that a majority of the Senate likewise will follow the venerable Maine legislator, who has specialized in communications legislation during his 30 years in House and Senate.

On the House side, however, it is felt Chairman Wolverton (R-N. J.) would be disposed to start from scratch on proposed new radio legislation, conducting hearings on its own. The NAB, through President Justin Miller, and flanked by virtually all other segments of radio, has expressed almost unalterable opposition to the original White Bill. While the revised draft might placate certain substantial elements in radio, notably the networks, it was doubted whether the bill would satisfy President Miller to the extent of dropping militant opposition.

Senator White's committee also is expected to be called upon, early in the next session, to consider the nomination of Wayne Coy, radio director of the *Washington Post*, for the FCC chairmanship. Mr. Coy, who has been proffered the post by President Truman, will be nominated shortly after the new session convenes Jan. 6, unless there are unforeseen developments. Indications are also that the former assistant to President Roosevelt, a native Indianan, will be reported favorably by the committee and confirmed by the Senate with a minimum of opposition.

Reports also have been current that one and possibly two other members of the present FCC will leave within the next few months. Comr. E. K. Jett, veteran engineer, has been considering outside offers but, so far as could be ascertained, has made no commitments.

Comr. Clifford J. Durr, Alabama Democrat, who has been a storm center of controversy, also was expected to leave prior to expiration of his term next June 30. Mr. Durr has engaged in a running fight with FBI Director J. Edgar Hoover, climaxing a 6-year FCC tenure which found him constantly navigating in hot water.

ACCEPTING TROPHY presented as a reward for doing most effective job toward making a Thanksgiving Day charity football game in Atlanta a success is John Fulton (l), manager of WGST, Georgia Tech station. The award, first offered a year ago by *The Atlanta Constitution*, is presented by W. A. Alexander, Tech's athletic director, who won it last year. Holding trophy is Alex Dittler, Atlanta business man. The football game was between "B" teams of Georgia Tech and the U. of Georgia.

DeMille to Appeal To U. S. High Court

California Supreme Court Rules Against Him in AFRA Case

CECIL B. DeMILLE, Hollywood film producer and former radio m.c.-narrator, having lost his legal battle in California State Supreme Court to enjoin AFRA from suspending him, will carry fight to the U. S. Supreme Court.

Mr. DeMille lost his latest battle in the California high court in San Francisco on Dec. 16, when a unanimous decision written by Justice John W. Shenk upheld rulings of Los Angeles Superior Court and the State District Court of Appeal.

Mr. DeMille was suspended from the union when he refused to pay an AFRA one-dollar assessment fee to combat 1944 "right to work" amendment to the California state constitution. At the time of his suspension he was narrator-m.c. on weekly CBS *Lux Radio Theatre*. Suspension forced him off the air with yearly salary loss of $98,000.

Union's Right Questioned

In announcing decision to appeal the case to the U. S. Supreme Court, Mr. DeMille said that whatever the basis for ruling was, "the fundamental issue in my opinion remains the same." "The union," he declared, "has no right to require a man to pay his money to oppose a political measure when he wants to use that same money to support the measure. He added that a favorable decision on Dec. 16 would have given political freedom back to every union member in California and that "it will now be necessary to lay this vital constitutional question before the nation's highest tribunal."

Unanimous decision by California State Supreme Court upheld the ruling by Los Angeles Superior Court Judge Emmett H. Wilson denying restraining order sought by Mr. DeMille against AFRA. The film producer claims assessment levy violated his constitutional rights.

Petrillo May Be First Witness At Labor Committee Hearings

AFM PRESIDENT James C. Petrillo may be the lead-off witness at the House Labor Committee's full-dress hearings tentatively slated to start Jan. 19 in Washington. Some sources said the hearings may begin as early as Jan. 7.

Hollywood Producer Cecil B. de Mille, who is carrying his case against AFRA to the Supreme Court after losing in the California Supreme Court last week, has been scheduled as the first witness at the coming hearings. But Rep. Carroll D. Kearns, chairman of the subcommittee which has been investigating the AFM, told BROADCASTING that he considers the Petrillo phase the important one to deal with first. He said he would recommend to Rep. Fred A. Hartley Jr. (R-N.J.), chairman of the full committee, that Mr. Petrillo start things off.

If Mr. Kearns' suggestion is adopted, representatives of all interests which use music will follow Mr. Petrillo to the stand. This would include AM, FM, television, recording, and motion pictures.

Officials of the four major networks met informally with Mr. Kearns on Dec. 13 with Petrillo as their number one topic. The broadcasters were said to have furnished the congressman with facts and figures for a survey he is making of the number of AFM members gainfully employed in the broadcasting industry. Mr. Kearns said results of the survey might prove to be a surprise and would definitely be a big factor in the coming hearings.

Possible Injunction

Those in attendance at the meeting were Frank E. Mullen, executive vice president, NBC; Mark Woods, president, ABC; Robert D. Swezey, vice president and general manager, MBS, and Frank K. White, vice president and treasurer, CBS.

Speaking of the union leader's coming trial in Chicago [BROADCASTING, Dec. 15], Mr. Kearns said that the courts may also find Petrillo's threatened recording ban in violation of the Lea Act. In that case, he said, it would be possible to issue an injunction and prevent the musicians' chief from taking such action.

The Pennsylvania legislator observed that there was nothing he knew of in the Taft-Hartley Act which would prevent Petrillo from taking his threatened course, but he pointed out that there are provisions of the Lea Act which haven't yet been explored.

The full Labor Committee reported to the House last week their subcommittee report on Petrillo and the AFM which they had unanimously approved earlier [BROADCASTING, Dec. 15]. The report recommended a five-point legislative program, and in addition, called on the Justice Dept. "to prosecute any violation of the Lea Act or other existing laws," and to consider whether the union's actions fall under the Sherman Anti-Trust Act.

It will be recalled that anti-trust charges were instituted against the union some five years ago when the Supreme Court decided that unions did not come under the provisions of the law. Since nothing new has been added to the anti-trust laws in that respect, it is not felt that the Justice Dept.'s anti-trust division can take further action now.

The department's criminal division, however, is now handling the Government's case against Petrillo for violation of the Lea Act and will presumably handle any new violations which seem to fall under either the Lea Act or the Taft-Hartley Act.

HOUSE LABOR HEARING

East's Video Viewers to Sit In on Proceedings

EAST COAST television viewers will have a chance to witness the coming House Labor Committee hearings in Washington, tentatively set for Jan. 19, as the result of arrangements completed last week by WMAL-TV Washington.

Following the grant of approval by Rep. Fred A. Hartley, Jr. (R-N.J.), chairman of the committee, it was announced that the broadcast would be relayed by the Washington station to WCBS-TV New York, WFIL-TV Philadelphia and WMAR Baltimore.

Arrangements for the coverage are being handled by Bryson Rash, ABC presidential announcer, and Burke Crotty, WMAL director of television.

Video's Convention Coverage Planned

Midwest, Western Station Heads Attend Philadelphia Session

REPRESENTATIVES of midwestern and western stations which expect to have television by next June met Friday in Philadelphia to plan ways and means of providing their outlets with coverage of the two 1947 political conventions.

Discussed were plans to afford coverage to stations not on coaxial cable lines. Attending were top level executives.

The meeting was called by Roger W. Clipp, general manager of WFIL Philadelphia, radio-television chairman of Philadelphia Mayor Bernard Samuel's committee on arrangements for the Democratic and Republican conventions.

Executives Attending

Attending were:

Harry Bannister, WWJ-TV Detroit (*Detroit News*); Frank Bremer, WATV Newark; George Burbach, KSD-TV St. Louis (*St. Louis Post-Dispatch*); Roger W. Clipp (presiding), WFIL-TV Philadelphia (*Phila. Inquirer*); C. Denton, WLTV New York. Mr. DeRider, WATV; J. R. Duncan, WLWT Cincinnati; William Eddy, WBKB Chicago; E. Y. Flanigan, WTVT Toledo; Melvyn S. Foeller, AT&T Philadelphia; James Hanrahan, WEWS Cleveland (*Cleveland Press*); Jack Howard, president, Scripps Howard Newspapers; L. W. Herzog, WTMJ-TV Milwaukee (*Milwaukee Journal*); Worthington C. Lent, Lent & Poast, consulting engineers, Washington, D. C.; Louis E. Littlejohn, WFIL-TV; F. R. MacFarland, AT&T New York; Carl Meyers, WGNA Chicago (*Chicago Tribune*); J. Z. Millar, Western Union, New York; James T. Quirk, WFIL-TV; Andrew Ring, Ring & Clark, KSD-TV, Washington; Kenneth W. Stowman, WFIL-TV; B. O. Sullivan, WLTV; W. H. Swanson, WMAR Baltimore; Carl Warren and Allen Lawrence, WLTV.

KARO (TV) RIVERSIDE TO OPEN IN AUGUST

KARO Riverside, Calif., video station licensed to Broadcasting Corp. of America, is expected to be in operation approximately Aug. 1, according to W. L. Gleeson, president and general manager.

Personnel for the station will not be announced until May 1, Mr. Gleeson said. He added that an agreement has been reached with DuMont whereby KARO will become an outlet in the projected video network.

KUCB Blythe, one of the AM stations owned by the corporation, will join its Rural Network Dec. 20. Operating with 250 w fulltime, it broadcasts on a frequency of 1450 kc.

FCC Gets Three Boston TV Requests

Seven New Video Outlets Applied For; Costs Total $1,800,000

SEVEN new television station applications, representing initial installation and construction costs exceeding $1,800,000, were reported at FCC last week.

The group included three for Boston, bringing to nine the number of applicants for the two channels available there.

CBS, one of the Boston applicants and operator of WCBS-TV New York, said its application was "another major step" toward its "goal of a national television network," and reported that meanwhile it is solving some of the problems of network television through informal working arrangements for cooperative exchange of programs with WMAL-TV Washington, WMAR (TV) Baltimore, and the station being completed by the Philadelphia *Evening Bulletin*, which will be on the air early in 1948.

If FCC approves the application of WDRC Hartford and Columbia's Boston bid, those stations will become the fifth and sixth links in the CBS East Coast network. CBS also has an application pending for Chicago.

Cost of Installation

The network estimated installation of its projected Boston station would cost $437,325 and said the transmitter would be erected at the Medford, Mass. site of the FM station now under construction by WEEI, CBS owned-and-operated station in Boston. The application asked for Channel 9 (186-192 mc).

Other Boston applications were filed by the Boston *Herald-Traveller's* Matheson Radio Co., operator of WHDH and WHDH-FM Boston, and E. Anthony & Sons, owner of WNBH New Bedford and WOCB West Yarmouth and applicant for television at Fall River-New Bedford. WHDH requested Channel 13 (210-216 mc) and estimated initial costs at $319,399. E. Anthony asked for Channel 9 and anticipated an initial investment of $227,500.

Other video applications received by the Commission included:

The *Kansas City Star*, owner of WDAF Kansas City, applied for Channel 4 (66-72 mc) and estimated construction costs at $323,031.

Birmingham Broadcasting Co., which owns WBRC Birmingham, Ala., asked for Channel 4 and said it expected construction costs to approximate $186,000.

WJW Inc., licensee of WJW Cleveland, filed for Channel 2 (54-60 mc), estimating it would cost $233,950 to build and equip the station.

Dispatch Inc., headed by Edward

(*Continued on page 74*)

Other television stories in this issue:

House Labor Sessions to be Telecast .... p. 16
Savings Bank Uses Television .... p. 28
General Foods Completes Video Survey .... p. 20
Zenith Experimenting With Phone Vision .... p. 28
Indiana TV Outlet to be First 'C.O.D.' Network Client .... p. 34
New GE Receivers Projects 18" by 24" Image .... p. 51
Filene's Plans Boston TV Preview .... p. 70
Crosley Names Allision to TV Post .... p. 71
WWJ-TV Outlines Own Code .... p. 73
WMAL-TV to Telecast Triangle Show .... p. 78

For video personal changes, programs, etc., see note departments

Same Announcers Will Handle TV, AM Airing of Yanks' Games

MAKING VIDEO HISTORY by signing the contract before the DuMont cameras and in full view of the audience of WABD New York, C. W. Badenhausen, president, P. Ballantine & Sons, Daniel R. Topping, president, New York Yankees, and Lawrence Phillips, director of the DuMont Television Network, last week concluded negotiations whereby the Yankees home games during 1948 will be televised by WABD with commercials for Ballantine's beer and ale. [BROADCASTING, Dec. 1, 15].

According to present plans, the vocal accompaniment to the ball field pictures will be handled by Mel Allen and Russ Hodges, who also do the play by play for the sound broadcasts of the Yankee games on WINS New York. The Yankee management personally holds the contracts with Allen and Hodges and sold them to the sponsor along with the video rights as a package. Deal, handled by J. Walter Thompson Co. for Ballantine's, is said to total more than $250,000 for the season.

A number of experienced television broadcasters have expressed doubts that the experiment, using the same sound broadcast to accompany the pictures as is given the AM audience, will work out. They say that the listener requires much more information than the

(*Continued on page 74*)

NEGOTIATIONS which marked completion of arrangements for sponsorship of next season's home games of New York Yankees baseball team over WABD New York, DuMont video outlet, by P. Ballantine & Sons, were broadcast over WABD Dec. 15 9-9:15 p.m. In the WABD studios as contract was closed were: Seated, l to r—Daniel R. Topping, president of the Yankees; C. W. Badenhausen, president of Ballantine; Lawrence Phillips, director of DuMont television network; standing, l to r—Leonard Cramer, executive vice president of Allen B. DuMont Laboratories; Kelsey Denton, vice president and account executive of J. Walter Thompson Co.; Henry Gorski, advertising manager of Ballantine.

N. Y. FM Decision Set Aside by FCC

Re-Argument Also Is Set On Brockton, Mass. AM Action

YIELDING to protests that some Commissioners who voted hadn't heard oral arguments, FCC last week set aside its controverted New York FM decision and its decision in the Brockton, Mass. 1450-kc case, and scheduled re-arguments for Jan. 12.

Although the point was not mentioned in FCC's order, it appeared generally agreed that the action successfully eliminated the questions raised by the *New York Daily News* with reference to former Chairman Charles R. Denny's participation in the New York FM decision.

The *News* contended that Mr. Denny's vote invalidated the entire decision, on grounds that he violated the Communications Act by participating after he had accepted the post of vice president and general counsel of NBC [BROADCASTING, Dec. 15]. That decision, it was pointed out, is now withdrawn, to be followed by another (after oral argument) which will be adopted by remaining members of the Commission.

Both the New York FM and Brockton AM cases were set aside, in each instance, on the basis of losing applicants' protests that some of the Commissioners who participated were not present when the respective oral arguments were held.

In line with its procedure in two other broadcast cases where similar protests were offered—the WORL Boston renewal case and the Ft. Wayne 1450-kc case—the Commission declared:

> **. . . the Commission is of the opinion that, under Sec. 409(a) of the Communications Act, when a case is heard by an examiner and a Commissioner or Commissioners who did not hear oral argument participate in the final decision, the parties not having consented thereto, and when it would not have been possible to arrive at the final decision as announced by the Commission without the vote of such Commissioner or Commissioners, and when a timely petition for re-hearing is filed pointing out these facts, the final decision should be set aside and further oral argument should be held.**

Each of the re-arguments, under FCC's order, will be concerned with (1) the proposed decision; (2) the findings of fact and conclusions of law contained in the "final" decision, and (3) the contentions raised in the petitions for re-hearing. Participants were allowed 20 days to file briefs, if they wish.

In both the New York and Brockton cases, FCC reversed its choice of grantees between the proposed and the final decisions. In the New York case, involving 17 applicants for five channels, the Commission's proposed decision anticipated a grant of one of the frequencies to the *News* while the final decision denied the *News* and substituted the Radio Corp. of the Board of Missions & Church Extension of the Methodist Church. At Brockton, Plymouth County Broadcasting Co. won the proposed grant (1450 kc, 250 w) but Cur-Nan Co. won the final [BROADCASTING, Sept. 15]

The *News* offered a voluminous brief following the denial of its application, charging among other things that FCC's announced "non-newspaper" policy violates the Constitution and the Communications Act; that Mr. Denny's vote was improper because he had accepted the NBC job, and that those of Mr. Denny and Comr. E. M. Webster were invalid because they did not sit in on oral argument. Of the two other Commissioners who voted against the *News*, the paper contended that Comr. Durr improperly considered evidence which the majority had stricken from the record, and charged that neither Acting Chairman Paul A. Walker nor Mr. Durr had read all of the testimony and exhibits.

North Jersey Plea

North Jersey Radio (WNJR Newark, formerly WBYN Brooklyn), another unsuccessful applicant, also asked for a re-hearing, on grounds that its application should not have been denied on a three-to-three vote.

In the Brockton case, Plymouth County Broadcasting charged that the final decision represented a departure from FCC policy of preferring local owners over outside interests, and pointed out that, of the four members who voted on the decision, Comr. Walker was not present at oral argument.

Bay State Beacon, third applicant in the Brockton case and loser partially because of its program plans, also partitioned for re-hearing. The company charged FCC's conclusions were "arbitrary, capricious, an abuse of discretion and not supported by the evidence."

Winners in the New York FM case, besides the Methodist group, were WMCA New York, ABC, Unity Broadcasting Corp., and WPAT Paterson, N. J.

McIntosh Takes Over

A. L. McINTOSH took over as chief of the FCC Engineering Dept.'s Frequency Allocation & Treaty Division (formerly Frequency Service-Allocation Division) last week. Former assistant chief of the division, he succeeds Capt. Paul D. Miles who resigned to become the U. S. member and first chairman of the new International Frequency Registration Board at Geneva [BROADCASTING, Nov. 10]. Capt. Miles left FCC last Monday to prepare for the opening of IFRB sessions in Geneva in January.

FCC Offers Plan to Stagger FM Station License Renewals

A PLAN of staggering the license renewal schedule for FM stations [CLOSED CIRCUIT, Dec. 8] was proposed by FCC last week.

Frequencies used by commercial FM stations would be divided into six groups for which the respective renewal dates would be Feb. 1, April 1, June 1, Aug. 1, Oct. 1 and Dec. 1. Noncommercial educational FM channels would be divided into two groups with June 1 as renewal date for one group and Aug. 1 for the other.

This plan would spread the Commission's renewal workload over the entire year instead of having it all concentrated around May 1, which is now the renewal date for all FM stations. A comparable staggering plan is in effect in AM.

No extension of the current one-year term of FM licenses is contemplated in the proposal. Nor would the stagger system affect outstanding FM licenses. In converting present licenses and initial grants of license to the new renewal schedule, FCC explained, "renewals . . . or initial licenses which might be for periods of less than three months will be issued to include an additional one-year period."

The Commission said it would accept written objections or other comments on the proposal until Dec. 31. Oral argument will then be ordered if the comments appear to warrant it. Persons filing briefs or comments should submit an original and 14 copies.

Proposed Schedule

Licenses of commercial FM stations would be issued to expire at 3 a.m. in accordance with the following schedule:

Feb. 1—Stations operating on 92.3, 92.5, 92.9, 93.1, 93.3, 93.7, 93.9, 94.1, 94.5, 94.7, 94.9, 95.1, 95.5 and 95.7 mc.

April 1—Stations on 96.1, 96.3, 96.5, 96.9, 97.1, 97.3, 97.5, 97.9, 98.1, 98.5, 98.7, and 98.9 mc.

June 1—Stations on 92.1, 92.7, 93.5, 94.3, 95.3, 95.9, 96.7, 97.7, 98.3, 99.3 mc.

Aug. 1—Stations on 100.1, 100.9, 101.7, 102.3, 103.1, 103.9, 104.9, 105.5, 106.3 and 107.1 mc.

Oct. 1—Stations on 99.1, 99.5, 99.7, 99.9, 100.3, 100.5, 100.7, 101.1, 101.3, 101.5, 101.9, 102.1, 102.5, 102.7 and 102.9 mc.

Dec. 1—Stations on 103.3, 103.5, 103.7, 104.1, 104.3, 104.5, 104.7, 105.1, 105.3, 105.7, 105.9, 106.1, 106.5, 106.7, 106.9, 107.3, 107.5, 107.7, and 107.9 mc.

Licenses of noncommercial educational FM stations would be issued to expire as follows (also at 3 a.m.):

June 1—Stations on 88.1, 88.3, 88.5, 88.7, 88.9, 89.1, 89.3, 89.5, 89.7, and 89.9 mc.

Aug. 1—Stations on 90.1, 90.3, 90.5, 90.7, 90.9, 91.1, 91.3, 91.5, 91.7, and 91.9 mc.

TCC Recommends Ray C. Wakefield

Former FCC Member Is Proposed For Frequency Board Post

RAY C. WAKEFIELD, former FCC member, was recommended last Thursday by the Telecommunications Consulting Committee for appointment as chairman of the U. S. delegation on the Provisional Frequency Board which convenes at Geneva in January. (See story, page 13.)

TCC's recommendation is tantamount to appointment, which is made by the President. The TCC, created by the International Telecommunications Conferences at Atlantic City last summer, is composed of representatives of the State Dept., Army, Navy, Air Forces, Civil Aeronautics Administration, Bureau of Standards, and industry.

Jett Withdrew

Mr. Wakefield is slated to succeed FCC Comr. E. K. Jett as head of the U. S. delegation. Mr. Jett was appointed but withdrew because of the press of Commission activities and for personal reasons [CLOSED CIRCUIT, Nov. 24].

The assignment will last about a year and a half and carries a $10,000 annual salary—the same as an FCC Commissionership, but from the State Dept. budget. The PFB's task is to prepare a frequency assignment plan for stations throughout the world in conformity with the Atlantic City allocations table of frequencies below 27,500 kc, excluding broadcasting. Groundwork for the Geneva meeting was laid last summer in Atlantic City.

Before the TCC made its recommendation, some questions reportedly were raised in the House Armed Forces Committee with reference to the choice of Mr. Wakefield, presumably based on purely political grounds, but opposition was dispelled and the way cleared for the TCC action.

Mr. Wakefield, California Republican, served seven years on the FCC, from 1940 until last July 1. President Truman sent his name to the Senate for reappointment for another seven-year term but subsequently withdrew it without explanation, later substituting the name of present Comr. Robert F. Jones.

U. S. Rubber Telecasts

U. S. RUBBER CO., New York, on Dec. 19 started a new series of Friday night telecasts on the NBC television network. Company's *Campus Hoopla* series ended Dec. 12. Following three special film programs, a new series entitled *Sports Know-How* will begin Jan. 9. Series is placed by Campbell-Ewald Co., New York.

ACCEPTING POSTHUMOUS award of the 1947 Armstrong Medal on behalf of the late Charles Stuart Ballantine is L. C. F. Horle (above r), director of the Radio Club of America. Presenting the award is Prof. Alan Hazeltine, president of the club. Below, John V. L. Hogan (r) is shown receiving the same award from Prof. Hazeltine, for his outstanding contribution to the art of broadcasting. The awards were presented at the 38th Anniversary Banquet of the Radio Club of America at the Advertising Club, New York.

GROSS RECEIPTS TAX IN CHESTER PROTESTED

IMPOSITION of a 2% tax on gross annual receipts of radio stations and newspapers by the city of Chester, Pa., will be fought by the *Chester Times*, it was indicated last week. One broadcast station is affected—WPWA in Chester.

The tax ordnance was passed Tuesday by the Chester City Council, which also voted a levy of 10% admissions to places of amusement and sports events where admission is charged or donations accepted.

Charge was voiced by newspapers in the area that the tax was voted by the council as a reprisal measure against the *Times* because of its opposition to some council members at the last election.

W. Aldridge Price, director of accounts and finances for the city, said the taxes were designed to produce revenue of $64,527 to balance the 1948 budget of $1,323,926. The sales tax was adopted under a new Pennsylvania law permitting such levies by municipalities.

The levy is contrary to general custom throughout the nation, most cities exempting broadcast stations because they operate in interstate commerce. Several court decisions, including the Supreme Court decision in the Fishers Blend case over a decade ago, holds radio to be in interstate commerce and exempt from such sales levies.

KMED Sale Under 'Avco' Hits Snag

Time Extension Granted Medford Radio Corp. Despite Protest

WHAT MAY BE the first rebuff handed FCC's Avco Rule on public bidding in station transfers loomed last week as a possible development in the $250,000-plus sale of KMED Medford, Ore. [BROADCASTING, Nov. 3].

The Commission allowed Medford Radio Corp., the "competing" purchaser which FCC preferred over the original applicant, an additional 30 days (to Dec. 29) in which to complete a purchase contract with Mrs. W. J. Virgin, station owner.

FCC acted over the protest of both Mrs. Virgin and Gibson Broadcasting, the original "buyer," and despite the contention of Mrs. Virgin that she had refused to sign with Medford Radio and had agreed to reinstate the original application for transfer to Gibson.

In asking additional time to negotiate with Mrs. Virgin, Medford Radio declared that Mrs. Virgin's original contract with Gibson prohibited her from negotiating with anyone else for 30 days after the FCC decision. Medford expressed confidence that it could negotiate a contract if additional time were granted.

But Mrs. Virgin and Gibson Broadcasting, replying to the request for time, told FCC that negotiations already had been undertaken with the Medford group but had failed because the Medford stockholders refused to endorse their company's promissory notes for $187,500 of the purchase price.

In an affidavit Mrs. Virgin said she told Medford Radio "that she would not assign the license and construction permit [license for KMED, CP for KMED-FM] to Medford Radio Corp. inasmuch as she deemed such endorsement to be an essential condition and term for the sale."

She continued:

> **Inasmuch as affiant still desires and intends to dispose of a major portion or all of her radio interests to provide for the future security of herself and her family, she has agreed with Gibson Broadcasting to reinstate their application to the Commission for consent to assignment of the KMED license and the FM permit from affiant to Gibson Broadcasting, pursuant to the terms of the contract, the application and the hearing record already on file with the Commission.**

Mrs. Virgin's affidavit, dated Nov. 29, charged that "the long delay of one year and eight months which she has been subjected to in carrying out the contemplated sale . . . has caused her constant worry, suffering and extreme hardship . . ."

Comr. Jones Dissents

The question of endorsements on the promissory notes was a major argument of Mrs. Virgin and Gibson Broadcasting against FCC's decision to approve transfer to Medford Radio rather than to the Gibson firm. It also was a principal point raised by FCC Comr. Robert F. Jones, who dissented not only from the majority's grant to Medford Radio but also from last week's decision to allow additional time to negotiate a contract.

Luther E. Gibson, owner of KHUB Watsonville, Calif., and principal owner of Gibson Broadcasting, had agreed to give personal endorsement to the notes which his company offered as security for some 75% of the sales price. The stockholders of Medford made no comparable offer.

The FCC majority ruled that Medford Radio's bid was substantially the same as Gibson Broadcasting's and therefore met the terms of the Avco Rule. Comr. Jones, however, rejected this view. He contended that the majority's decision requires Mrs. Virgin to "have confidence in Medford's officers, directors, and stockholders to meet the corporate obligations without any security whatsoever." But, he said, they "do not have such confidence in themselves; i.e., they refuse to personally endorse the Medford corporate notes. Lacking such faith, she may have no alternative but to retain her license and facility."

Mr. Jones claimed Medford's offer did not meet the "same terms and conditions" requirement of the Avco Rule and should not have been considered by the Commission. Instead, he argued, FCC should have approved the transfer to Gibson Broadcasting.

Mr. Gibson originally offered $250,000 for the station. The proposed sale was thus advertised in compliance with the Avco Rule, and Medford Radio filed a competing bid offering to match the same terms. Mr. Gibson, then sole owner of Gibson Broadcasting, increased his offer to include approximately one-third interest (valued at $20,900) in the company, and Medford Radio then offered to match this bid. The transfer to Medford Radio was approved on that basis.

Under the Avco Rule, approvals of a sale to a competing bidder is conditioned on the filing of a sales contract within 30 days after the FCC decision, which in the KMED case was Oct. 29. Last week's extension put the deadline at Dec. 29.

Blue Book Defended in WADC Case

Concern for Programming Is Within the Law, FCC Tells Court

FCC told the U.S. Court of Appeals for the District of Columbia last week that the Communications Act's ban on censorship "was not intended to prohibit all Commission concern with the responsibility of the licensee for a station's programming, or with a station's obligation to broadcast programs in the interest of the particular listening audience."

Actually, the Commission insisted, it was intended "to restate the prohibitions of the First Amendment on governmental activities restricting freedom of expression by any media of communications because of the official disapproval of the specific content of particular items or programs."

FCC outlined its defense of its Blue Book program policies in a brief answering WADC Akron's appeal from a decision which turned down WADC's 1220-kc, 50-kw application because the station proposed to use the complete schedule of CBS network programs each day [BROADCASTING, May 26].

Buttressing its arguments by citing previous court decisions, the Commission declared:

> **The legislative history of both the Communications Act of 1934 and its predecessor, the Radio Act of 1927, makes it clear that consideration of the program policy of applicants for radio broadcast station licenses was contemplated as one element to be considered by the Commission in determining whether the grant of such applications would serve the public interest.**
>
> **In the administration of the Acts, both the Federal Radio Commission and the Federal Communications Commission have consistently considered the proposed program service of applicants for station licenses in determining whether a grant would be in the public interest, and their consideration of such program policies has been unchallenged by the courts.**

The WADC case before the FCC involved a rival application filed by WGAR Cleveland seeking a boost from 5 to 50 kw on the 1220-kc channel. FCC denied WADC's bid on program grounds without giving it comparative consideration with the WGAR application, which the Commission then granted.

In addition to its censorship claims, WADC contended the WGAR grant violated FCC's duopoly rule because of the resulting overlap with WGAR's sister station, WJR Detroit. FCC responded that the overlap (daytime, 82% of WGAR's 50-kw coverage area is within WJR's contours) "was not sufficiently great to constitute a violation" of the duopoly ban, in view of the circumstances.

The Commission contended that "as both the courts and the Commission have held, the rendition of service designed to meet the needs and interests of the area in which the station is to be located is an indispensable element of the public interest which must be considered. . . ."

To WADC claims that wholly network service would be a "spe-

(*Continued on page 75*)

General Foods Will Continue TV

Two-Year Survey Lists Eight Reasons For Use of Video

FOLLOWING a year of experimenting with various types of television programs and commercials, General Foods Corp. in 1948 will continue to use television "as an effective supplementary medium for commercial sponsorship in the New York metropolitan market," Howard Chapin, sales manager of the company's Jell-O division and chairman of the General Foods television committee, said last week.

Whereas in 1947 General Foods made a general appropriation for the study of television, with no sales results expected, Mr. Chapin stated that during the coming year this new medium will have to compete with other advertising media on an even footing. "It will be up to each individual product advertising and sales manager to use television or not as he sees fit," he said, "selecting his own stations and programs from the point of view of his own advertising budget."

Mr. Chapin spoke at a press luncheon in New York at which the company released the report of its television committee, formed two years ago from the General Foods sales and advertising staff to study the potentialities of video advertising. The first year, he said, was spent in a general survey of the medium, the second in sponsoring 217 broadcasts on New York's three television stations, climaxed by a study of the viewing audience conducted by two General Foods agencies, Benton & Bowles and Young & Rubicam.

Valid for GF

Reporting that the company's top management had approved the committee's recommendation for the continued use of television with schedules on all three New York stations planned for 1948, Mr. Chapin stressed the point that the committee's conclusions were based on the marketing problems of General Foods in manufacturing and selling "millions and millions of packages of food products to millions of people." "They are valid for us," he said, adding that they might not be for other types of businesses, such as the makers of high priced or luxury products like automobiles or jewelry.

General conclusion reached by the video committee was that the present cost-per-thousand figures in television "are high, running substantially above comparable radio cost-per-thousand figures, are being reduced as circulation increases [and] may be halved by June 1948, do not warrant the use of television as a basic, mass circulation medium *unless there are advantages over and above circulation*."

The committee listed eight specific advantages of television as the basis for its recommendation that General Foods continue to use the medium despite its present circulation limitations. These are:

1. Selective, higher-than-average-income audience, locally concentrated. (The average New York television family has a telephone, pays more than $75 a month for rent. The head of the household is an executive, professional man or owns his own business, is a high school graduate and attended some college.)

2. An interested and enthusiastic audience. (Asked what they think of television today, 71% of set-owners interviewed said, "wonderful," 19% said, "good," and 3% said, "disappointing." Average tune-in was 17 hours a week with 4% tuned in more than 30 hours and only 11% less than five of the 42 hours of television available. Generally the audience today tunes for programs, not stations, is almost devoid of viewing habits, the committee concluded. Favorite types of programs are: Sports, live drama, feature films, children's programs.)

3. More television viewers per set than AM listeners per set, 49.5% more. (8-9 p.m., 7-day average: Television, 3.54 viewers; AM, 2.37 listeners.)

4. An all-family audience: 1.42 women, 1.11 men, .94 children.

5. Favorable reaction to commercials. (Commercials "particularly enjoyed" were the Botany and Sanka weather reports, the commercials on "The Kraft Television Theatre" and the Borden variety shows. Asked what commercials were remembered as "particularly disliked," 52% of the women, 20% of the men and 28% of the children said "none.")

6. High memorability of commercial selling points. (Average correct sponsor identification for seven programs checked by the coincidental method was 68%. Of those correctly identifying the sponsor, an average of 36% could state one or more of the sales points actually made in the commercial. For the same seven programs, of those who could correctly identify the sponsor, an average of 41% could name one or more things actually seen during the commercial.)

7. High sponsor identification. (Coincidental telephone checks on six top shows revealed sponsor identifications as follow: Program A—One-time event—

(*Continued on page 80*)

Radio for Leisure

RADIO listening captured 74% and second place in a listing of "How the Public Spends Leisure Time" in a recent survey conducted by Dr. Henry Link of the Psychological Corp. for the Book Manufacturers Institute. Survey revealed that on the basis of one day, an average of 85% of the public, including all ages and educational levels, read newspapers, 74% listen to the radio, 40% read magazines, 21% read books, and 12% attend movies.

ABC Time Sales Up 7.22% for Year

Circulation and Listener Acceptance Show Progress

RECORD SALES of network time were reported for 1947 by ABC in a year-end statement released last week. The network's 1947 gross billings from sale of time in 1947 were 7.22% above those of 1946.

Edward J. Noble, chairman of the ABC board, issued a statement pointing out that ABC "has widened its coverage, increased its circulation, and gained in listener acceptance." Mr. Noble said that broadcasting in general in 1947 has "maintained the high standards of performance now regarded as inherent in the business."

The network reported gross network times sales of $43,548,057 in 1947. In 1946 the figure was $40,617,130. October 1947 was ABC's biggest month, with billings of $4,203,034.

General Mills Highest

A list of ABC sponsors in order of their expenditures showed that General Mills Inc. was the heaviest spender on the network in 1947; its billings amounted to $3,844,672. Procter & Gamble Co. was second with $2,517,236 and Sterling Drug Inc. third with $2,025,714.

The advertising agency which bought the most ABC time on behalf of clients was Dancer-Fitzgerald-Sample Inc., which placed $5,188,332 worth of billings on the network. Second was J. Walter Thompson Co. with $4,006,234, and third was Kenyon & Eckhardt Inc. with $3,275,973.

By industrial classifications, the foods and food beverages business provided ABC with the biggest revenue, spending $15,476,210 for time. Drugs and toilet goods were next with $11,200,995 and house furnishings and furniture were third with $2,920,030.

In 1946 foods and food beverages and the drugs and toilet goods businesses were in first and second place, but in that year the stationery and publishers group was third.

In his year-end statement Mr. Noble asserted that all broadcasters had "an extra duty and a special privilege" in shaping the future of mankind. "It falls to us," he said, "to hold a sounding board before a world in action so that

(*Continued on page 77*)

November AM-FM Receiver Production Is Year's High

OUTPUT of AM-FM receiving sets rose to 153,114 in November, highest for any of the 11 months of 1947, according to Radio Manufacturers Assn., representing over 90% of the total production.

This brings the total number of AM-FM sets produced in the 11 months to 983,130, indicating total 1947 output will be well over 1,100,000 units.

Total production of receiving sets in November was 1,615,541, or 15,989,759 for the 11 months, according to RMA. This indicates the output will approach the 18,000,000 total predicted at the beginning of the year, though December output normally shows a sharp drop.

Television receivers manufactured by RMA member companies also established a record, the November total of 24,135 sets being 80% above the monthly average for the year.

Output of AM-FM sets in November was at an annual rate of 2,000,000 receivers, and 102.9% above the previous 1947 weekly average. The output included 40,198 table models, 5,660 converters and tuners, 1,892 consoles, 1,007 table model radio-phonograph combinations and 104,357 radio-phonograph consoles. Television receivers included 14,674 table models, 4,178 consoles, 5,283 radio-phonograph combinations.

The monthly breakdown of AM-FM, television and all sets for 1947 follows:

Month	FM-AM	Television	All Sets
January (five weeks)	51,318	5,437	1,564,171
February	53,594	6,253*	1,379,966
March	67,264	6,639	1,377,269
April (five weeks)	112,256	7,886	1,759,723
May	84,507	8,690	1,316,373
June	76,624	11,484	1,213,142
July (five weeks)	70,649	10,007	1,155,456
August	72,014	12,283	1,265,835
September	90,546	32,719	1,339,980
October (five weeks)	151,244	23,693	2,002,303
November	153,114	24,135	1,615,541
Total	983,130	149,226	15,989,759

*Corrected figure.

On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast he wants them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wish there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all, a knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H?

W-I-T-H is the successful independent that delivers more sales-per-dollar-spent than any other station in this big 7-station town.

W-I-T-H is on the smart lists. On yours?

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

3 ZIV PACKAGE SHOWS ADDING 10 SPONSORS

THE GUY LOMBARDO show, *Boston Blackie*, and the *Wayne King Show*, all Frederic W. Ziv packages, added 10 sponsors to their list last week.

The Philadelphia Dairy Products Co., Philadelphia, through its agency, Adrian Bauer, will sponsor the *Guy Lombardo Show*. Other sales were to Lane Drug Co., through Lang-Fisher-Strashour, Toledo; Tennessee Brewery, over WMPS Memphis, through Merrill Kramer; Mayor Jewelry Co., over WKRC Cincinnati and WKBK Sacramento, Calif.

Yankee Network has contracted for *Boston Blackie* in four markets, Boston, Providence, Worcester, Mass., and Portland, Me. Other sales were to Ed Maker (Ford agency), over KRLD Dallas, through Randall-Gay-Perry agency, and the New England Laundry, for Hartford, Conn., through Julian Grass, starting Jan. 10.

The *Wayne King Show* will be launched by a local sponsor Dec. 31, North Florida Motors (Lincoln and Mercury Agency), over WJHP Jacksonville, Fla.

GENERAL ELECTRIC

WHEELS BEHIND WHEELS gather to witness resumption of General Electric sponsorship of CBS *House Party*, which originates in Hollywood with Art Linkletter as m.c. L to r: John Guedel, packager; Charles Henry, Young & Rubicam supervisor; Ed Merrill, of agency's Hollywood executive staff; Arthur Scaife, GE advertising manager, Appliance & Merchandise Dept., Bridgeport, Conn.; Art Linkletter, m.c.; R. W. Turnbull, GE commercial vice president; Steve Maher, Los Angeles manager, General Electric Appliance Inc.; James Webb, agency's New York vice president; Walter Bunker, Y & R Hollywood manager, radio department; Innes Harris, agency's Hollywood commercial supervisor, and Robert Hussey, Y & R Hollywood director of program development.

Yes, WBIG-FM soon!

We're BIG

in the hearts of the farmers. they depend on wbig for entertainment, news, farm and marketing information.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

Hearings in WJOL Joliet Case Ended

Appearance of Rep. Fred Busbey Highlights 3-Day Session

APPEARANCE of a U. S. Congressman, Rep. Fred Busbey (R-Ill.), highlighted FCC hearings last week at Joliet, Ill., on WJOL Joliet's license-renewal application, which has been opposed by a number of local residents including a former police chief.

The hearings, which lasted three days, were concluded Wednesday. Final decision will be announced later in Washington.

Mr. Busbey said his interest in attending the hearing was to investigate charges that a link existed between broadcasts sponsored by the Illinois Racing News Assn., a scratch sheet publisher, and the recent parole of four former Capone gang members. Rep. Busbey is head of a committee investigating the release of the men, who were convicted of a $1,000,000 motion picture shakedown.

Testimony was presented before Mrs. Fanny Litvin, FCC examiner, by Ernest Overbey, former Joliet police chief, and Ted Blair, news commentator who was discharged by WJOL, that the station's presentation of race results encouraged gambling in the city.

Robert Bowles, vice president and general manager of WJOL, said the station had ceased presenting racing news last February as a result of a complaint filed with the FCC. The WJOL manager said that a radio station should not be discriminated against for broadcasting news that appeared in every newspaper and that the race results were presented along with other news and music as a public service feature.

Messrs. Overbey and Blair have asked that the FCC refuse to renew the station's temporary license. A subpoena was issued by the U. S. marshall of Joliet for a missing witness, C. M. Widney, a former WJOL employe who had earlier volunteered to testify. Mr. Widney appeared during the closing session and submitted letters from local advertisers testifying to his sales ability, but charged that he had been dismissed without reason.

Keystone Adds 14

THE KEYSTONE Broadcasting System, New York, last week announced the addition of the following 14 affiliates, bringing its total to 313: WKLF Clanton, Ala.; KSON San Diego; WWNS Statesboro, Ga.; KWEI Weiser, Idaho; WKAI Macomb, Ill.; WJOR Bangor, Me.; WAZF Yazoo City, Miss.; KREI Farmington, Mo.; WBBO Forest City, N. C.; WFRC Reidsville, N. C.; KSEO Durant, Okla.; KWWB Walla Walla, Wash.; WLOH Princeton, W. Va.; WSBR Superior, Wis.

THINGS TO COME!

Though man and his science may seek out new and astonishing things for this world of ours in their search for "things to come" . . . we know that no man will ever discover a new expression with more human warmth or one that is filled with more simple kindness than

Merry Christmas

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

5000 WATTS

NBC

A FORT INDUSTRY STATION

JUST ASK KATZ

a present for your Future . . .

THE MOSBY TIME PLAN

★ guarantees local time periods

★ assures uniform local time in all time zones

★ eliminates delayed ET's of line shows

★ lets you accept network offerings without affecting local shows

The best nationwide broadcasting job for ALL communities by ALL affiliated stations in ALL time zones can only be done by the Mosby Plan.

IT'S SIMPLE

45 30

The 3rd quarter of each hour* in all time zones retained by affiliates; remaining ¾ of each hour optioned to network. (Longer than ¼ hour local shows, as now, occupy local fill periods or replace network sustainers.)

NOON NEWSCASTS

12 6

12:30 Noon—reach rural and urban *male* audience. Only 140 cities have over 50,000. In remaining cities, most men go home to lunch. Thus, local interest programs gather peak audience. And inclusion of program resumes builds afternoon Hoopers, too.

CHILDREN'S PROGRAMS

12 4 6

4:30/45 and 5:30/45—regardless of time zones, across-the-board programs reach children after school. You can direct *all local* programs to their highest audience potentials.

EVENING NEWSCASTS

12 6

6:30 P.M.—another peak audience period for *local* news . . . and program resumes which build evening "sets-in-use." "Freeze" critical local programs; develop a *habit* for them the whole broadcast day.

IT'S GOOD FOR THE AFFILIATE

. . . IT'S GOOD FOR THE NETWORK

**(Except for symphonies, football, baseball or other network program of outstanding merit.)*

The ART MOSBY STATIONS

CBS KGVO 5 KW DAY • 1 KW NITE MISSOULA

KANA · KGFM

ANACONDA BUTTE 250 W

GREAT FALLS 5 KW IN PROGRESS

MONTANA

HUNTING and fishing trip in Canada was big success for E. J. Wilson (r), owner-manager of Logan Cache Knitting Mills, Logan, Utah, and when he returned he was interviewed over Logan's KVNU, Mutual and Intermountain Network affiliate, by Reed Bullen (l), KVNU general manager, on *Man on the Street* program. Score of Mr. Wilson's hunting-fishing expedition: two deer, one elk, one moose, one mountain sheep and a 29-lb. rainbow trout.

Democrats Prepare Jan. 2 Radio Rally

THE DEMOCRATIC PARTY will come swinging into 1948 with a nation-wide radio meeting over MBS, combining talks by party leaders with speeches by city and county leaders over local MBS stations.

Originating in Mutual's Washington studios, the program will feature talks by Democratic Congressional leaders on the problems faced by Congress. Following them, farmers and workers around the country will comment on the problems. Speakers include Sen. J. Howard McGrath (D-R. I.), chairman of the Democratic National Committee; Sen. Warren G. Magnuson (D-Wash.); Sen. Theodore Green (D-R. I.), and Rep. Mary Norton (D-N. J.). The time, 10:30-11 p.m. (EST) on Jan. 2, is being donated by Mutual as a public service.

Party leaders throughout the country have been asked to form listening groups in connection with the program. In response to a similar request for the party's previous radio meeting, more than 4,000 individual gatherings took place around the nation.

Mr. McGrath last week lauded the choice of Sen. Francis J. Myers (D-Pa.) as chairman and Mayor David Lawrence of Pittsburgh as co-chairman of the Democratic Convention Committee of Philadelphia.

Jack Redding, head of the Democratic National Committee's Publicity Division, said the committee expected to consider the appointment of a radio director sometime after the first of the year.

The Democrats recently moved into new Washington headquarters at the ultra-modern Ring Building and the facilities for broadcasting seem to indicate that radio has mushroomed to even greater importance in the eyes of the committee. In addition to a soundproof, air-conditioned studio for originations and recording, the main conference room is equipped to originate AM and television broadcasts.

The Republican National Committee, through its radio director, Ed Ingle, is encouraging Congressmen to tell their stories on the local level by using more radio [CLOSED CIRCUIT, Dec. 15].

During the past year, some 300 radio stations around the country contributed approximately 720 broadcast hours for the airing of congressmen's transcribed talks. The coming year, according to Mr. Ingle, will see that figure doubled.

Rep. Lane Praises U. S. Broadcasters

Legislator Salutes Dedication Of WLYN Lynn, Mass.

A RESOUNDING TRIBUTE to the radio industry was paid by Rep. Thomas J. Lane (D-Mass.), who declared last week in a speech before the House of Representatives that "Every radio station in this country, sensitive to the wishes of the people, is working constantly to provide the public with the programs that they will enjoy."

Mr. Lane hailed the opening of WLYN Lynn, Mass. and "the freedom of expression and of choice for which it stands." Comparing American radio to that in a dictatorship, the Massachusetts legislator pointed out that in our system, "The members of the listening audience are the masters, and broadcasters are their servants. In the freedom of individual homes, with a turn of the dial, one can admit radio's voice or silence it. With another dial, one can dismiss a program which fails to hold the listener's interest and select another more to one's liking."

Representative Lane lauded the informational phase of radio as "a great factor in helping to develop understanding and tolerance." "Ours is a democratic form of radio broadcasting," he said. "We must be vigilant in order to keep it so."

WLYN, licensed to Puritan Broadcast Service, is now on the air on 1360 kc, with 500 w, daytime. Opening ceremonies were held early this month, attended by outstanding civic leaders including: Mayor Albert Cole and Mayor-elect Stuart Tarr.

During the two-hour dedicatory program, Ray Knight, former NBC and ABC producer now with WLYN, introduced the dignitaries and the station staff, and emceed the entire show. A. M. "Vic" Morgan, president and general manager, outlined WLYN's future. Staff includes: Dorothy Rich, program director; James B. Dunbar, sales manager; John Parker, chief engineer; Eugene Stafford, continuity director; Ed Mullen, news editor; Martin Clougherty and George Peterson, salesmen.

ON TARGET

Impact, skillfully delivered and advantageously followed up, draws million dollar gates. Weed and Company's sales impact on prospects fills clients' time schedules.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

FCC Issues 9 Conditional FM Grants; 3 CPs Are Vacated

CONDITIONAL grants for three Class A and six Class B FM stations were authorized last week by FCC. One Class A and one Class B grant were in lieu of prior assignments to the same interests in other localities, which were deleted. Five of the aforementioned have AM affiliations.

At the same time construction permits for Class B FM outlets were vacated at the request of The World Co., Lawrence, Kan.; Augusta Chronicle Broadcasting Co., Augusta, Ga., and Siskiyou Broadcasting Co. Inc., Ashland, Ore,

The conditional grantees:

Sylacauga, Ala., Southeastern Broadcasting Co. Inc.—Class B, proposed Channel 270 (101.9 mc). Grantee is permittee of WKLF Clanton, Ala.

Blytheville, Ark., Harold L. Sudbury—Class B, proposed Channel 241 (96.1 mc). Grantee is operator KLCN that city.

LaGrange, Ill., WRGK Inc.—Class B, proposed Channel 276 (103.1 mc). Principals: George M. Ives, radio engineer and holder of CP for FM Channel 276 which is relinquished at Brookfield, Ill., in lieu of present grant, president and 76% owner; Thornton M. Pratt, vice president 0.5%; Rose T. Ives, secretary-treasurer 6%; Charles Dewey, 9.7%; Andrew R. Wylie, 3.7%; Theresa Fuchs, 2.1%, and Rosa Scully, 2.1%. All are local residents.

Northern Illinois Broadcasting Co., Woodstock, Ill.—Class A, proposed Channel 221 (92.1 mc). Partnership: H. Z. Benton, chief engineer American Phenolic Corp., radio components manufacturer, 25%; David R. Joslyn, attorney, 37½%, and George B. Huffman, real estate dealer, 37½%.

Hillsdale, Mich., Hillsdale Broadcasting Co. Inc.—Class B, Channel 256 (99.1 mc) which is deleted from Lansing and added to Hillsdale. Principals: J. L. Davidson, ex-KGVO Missoula, Mont., announcer and presently retail store manager, president and 87.9% owner; Guy Osburn, real estate insurance and broker, vice president 1.6%; Gale G. Touse, manager local J. C. Penny Co. store, 1.6%; Kenneth W. Huggett, attorney, 7.3%, and L. M. Skelton, owner Hillsdale Variety Store, 1.6%.

St. Louis, Radio St. Louis—Class B, proposed Channel 298 (107.5 mc). Grantee is permittee KBGS that city.

Sedalia, Mo., Milton J. Hinlein, Class B, proposed Channel 259 (99.7 mc). Grantee is operator KDRO that city.

Waukesha, Wis., WAUK Broadcasting Co.—Class A, proposed Channel 237 (95.3 mc). Grantee is owner WAUX that city.

Morristown, N. J., C. H. Winans Co. —Class A in lieu of previous grant for Watchung, N. J., proposed Channel 288, (105.5 mc). Firm is engaged in construction, engineering and real estate business. Principals: George W. Bauer, president and 17.5% owner; Ida W. Bauer, vice president 19.7%; Raymond W. Bauer, secretary-treasurer 0.5% Grayclan Co., Elizabeth, N. J., owned by Bauer family, 44.7%, and Union County Trust Co., trustee for Bauer family members, 16.5%.

At the same time WCFR Fall River, Mass., was granted switch from Channel 265 (100.9 mc) to Channel 228 (93.3 mc) and WLDM Detroit was granted change from Channel 234 (94.7 mc) to Channel 238 (95.5 mc).

The World Co. relinquished its FM CP because of its inability to get into AM broadcasting. The Augusta Chronicle Broadcasting Co. stated it did not wish to proceed with FM at this time. Firm does not have AM affiliation. Siskiyou Broadcasting stated that since its original grant two AM stations and two FM outlets also have been approved in the area and it does not see economic support for its operation at the present. The firm is being kept alive however should future conditions warrant the addition of another FM outlet.

Hooper's Hooper

LAST WEEK'S production of *We the People* on CBS had a Hooperating of 12.7—up 2.3 from its last rating for Nov. 14-20, according to C. E. Hooper, Inc. The program's featured guest last week: C. E. Hooper.

WANTED: FARMERS

Texas Town Uses WFAA Spots To Attract Farm Families

SPOT announcement campaign to attract farm families to Calvert, Tex., is being conducted on WFAA Dallas, as the result of an appeal from the Calvert Chamber of Commerce. Good housing, electricity, running water and a job are being offered to farmers interested in moving to the Calvert community.

Like other farm communities, Calvert lost many farm families to war industries during the war years and as the predicted "return to land" hasn't materialized the area is faced with a critical shortage of tenant farmers. The Chamber of Commerce decided to advertise for families and wrote to WFAA asking for rates of spot announcements. The station refused to accept payment for the project, and exceeding the original request, went all-out to get farmers to Calvert.

WFAA's news department placed the story on the 6:45 p.m. newscast the day the letter was received. Murray Cox, farm editor, included the plea in his farm broadcast the following day, and a series of spot announcements was scheduled on the early morning Sunshine Roundup program.

If the appeal works, WFAA says, it will open possibilities for answering the needs of farmers in some 180 counties of the station's major service area.

PROGRAM personalities of WNBC New York will share the Christmas spirit when they play hosts Dec. 25 to talent from other New York stations, WNBC announced last week. WJZ, WOR, and WNEW will be represented on the shows.

STRONGLY INCREASING WORCESTER INDUSTRIAL WAGES

WTAG POINTS THE WAY

to greater sales of your product in Central New England

Central New England is a *spending* market — an industrial market, centered in Worcester, where your goods are sold to people with more money than they had last year, thanks to wages which are up 25%* for the first 9 months of 1947 over the same period in 1946. Worcester's complete shopping center serves the 140,000 families in the Central New England area covered by WTAG.

WTAG, a constant leader in Hooper ratings, will put your message across to *more* people, because more people listen to WTAG than to any station heard in the area.

*Massachusetts Department of Labor and Industries

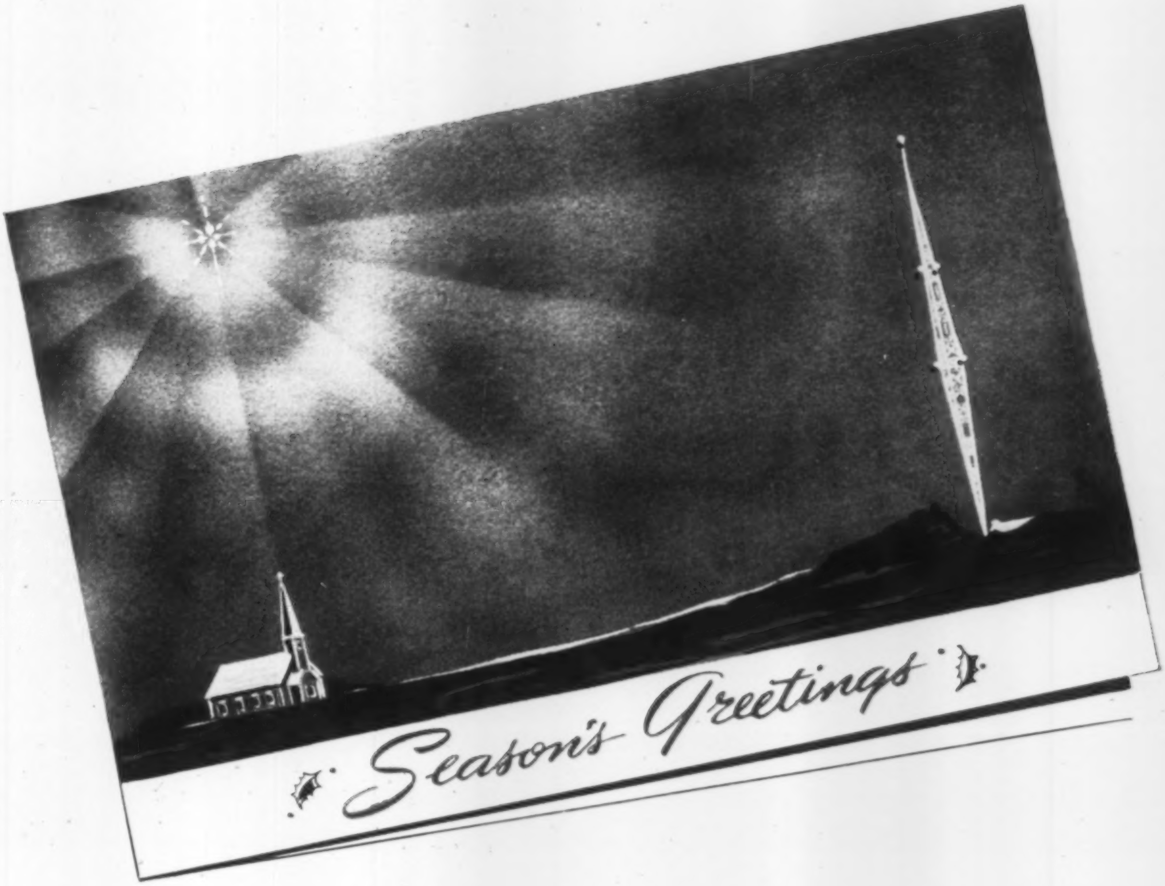
WTAG WORCESTER
580 KC 5000 Watts

BASIC CBS

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*

Affiliated with the Worcester Telegram & Gazette.



from your friends
down at **WSM**

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

W
Air Castle of the South
E
50,000 WATTS
650 KILOCYCLES
NBC AFFILIATE
CLEAR CHANNEL

WSM
NASHVILLE

KWK Victor as Missouri High Court Rules Against Realtors

REVERSING a lower court's decision, the Supreme Court of Missouri has ruled unanimously in favor of KWK St. Louis in the station's fight to prevent a real estate firm incorporated under the name, KWK Investment Co., from using the letters "KWK" as a part of the firm name.

The case dates back to January 1946 when KWK Investment Co. was incorporated under Missouri laws. The incorporators were Edward Kranzberg, Carl Weber and Julius Krachmainick, and the letters "KWK" were derived by combining the surname initials of the three men.

Station KWK, after legal conferences with Messrs. Kranzberg, Weber and Krachmainick had failed to persuade them to abandon use of the radio call letters in the firm name, went into civil court with a petition for an injunction, which was denied. Summarizing the lower court's ruling against KWK, the Missouri Supreme Court's decision, filed Dec. 8, said:

"The trial court was of the view that the good will of the plaintiff (station KWK) had not been impaired or damaged, and would not in the future suffer injury by reason of the defendants' use of the name, 'KWK Investment Company.' The court was of the view that the defentants' use of the letters 'KWK' in its corporate name was not confusing to the public and did not mislead or tend to mislead the public into believing that the plaintiff was the source of, the sponsor of or in any way associated with or connected with the business of the defendants and therefore denied injunctive relief."

Explaining why it disagreed with the lower court's views, the Supreme court said, in part:

". . . it is not a necessary prerequisite to relief in cases of this nature that someone, in point of fact, has been deceived (Liggett & Myers Tobacco Co. v. Sam Reid Tobacco Co., 104 Mo. 53, 60, 15 S. W. 843, 844) or that the plaintiff, in point of fact, has sustained an actual loss of business, injury to good will, or damages. Standard Oil Co. of New Mexico v. Standard Oil Co. of California, 56 F. (2) 973. It is no longer necessary that the parties be engaged in competitive businesses (Vogue Co. v. Thompson-Hudson Co., 300 F. 509) or that an actual diversion of business be shown. . . . At least in some spheres of activity, nowadays, a plaintiff's trade name is entitled to protection against a subsequent user of the name if the designation complained of is so similar to the plaintiff's trade name that there is reasonable likelihood of confusion of source, such that prospective purchasers or clients are likely to regard the name as indicating the source identified by the name, and consequently future injury to good will, reputation or business. 52 Am. Jur., Sec. 98, p. 577; Annotation 148 A. L. R., l.c. 22-26, 66-76; 37 Col. L. R. 582."

KWK Expenditure

The Missouri Supreme Court's decision set forth that "it was stipulated that the plaintiff (KWK) had spent approximately $250,000 in advertising" the station and the call letters "KWK" "which constitute the plaintiff's trade name." Pointing out that although the defendants, Messrs. Kranzberg, Weber and Krachmainick, had not as yet advertised their business under the corporate name, KWK Investment Co., and that the name is not displayed on the Timberly Hotel, St. Louis, which the firm operates, the court said the individual defendants nevertheless "intend that the corporate defendant (KWK Investment Co.) shall in the future engage in the business of buying and selling real estate and making loans thereon and operating hotels in the City of St. Louis."

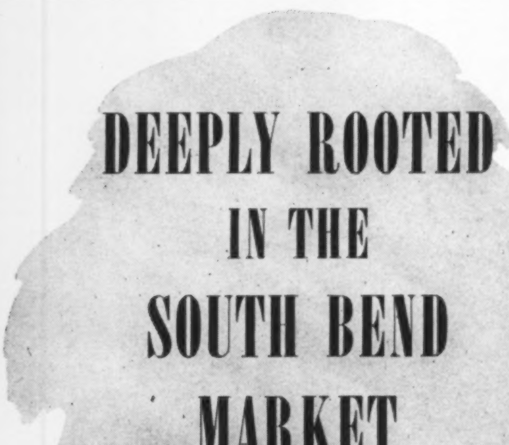
Station KWK in its stipulation had pointed out that many sponsors advertise their products through the use of its broadcasting facilities, selling a large variety of property and services. The Missouri Supreme Court, underlining the portion of its decision covering this point, said: "*Sponsors* utilizing the broadcasting facilities of plaintiff for advertising purposes *include persons, firms and corporations engaged in buying, selling and dealing in real estate and in owning and operating hotels.*"

"As to the defendants' corporate

(*Continued on page 40*)

Bank Uses Video

TELEVISION is being used as an advertising medium by Beneficial Saving Fund, Philadelphia, to promote savings accounts. WPTZ Philadelphia is the outlet for the savings bank's 25-second television commercials, broadcast every Thursday at 7:30 p.m. following a news program. The commercials are prepared under supervision of Francis P. Burns, executive vice president of Beneficial, by the Richard A. Foley Advertising Agency, Philadelphia.



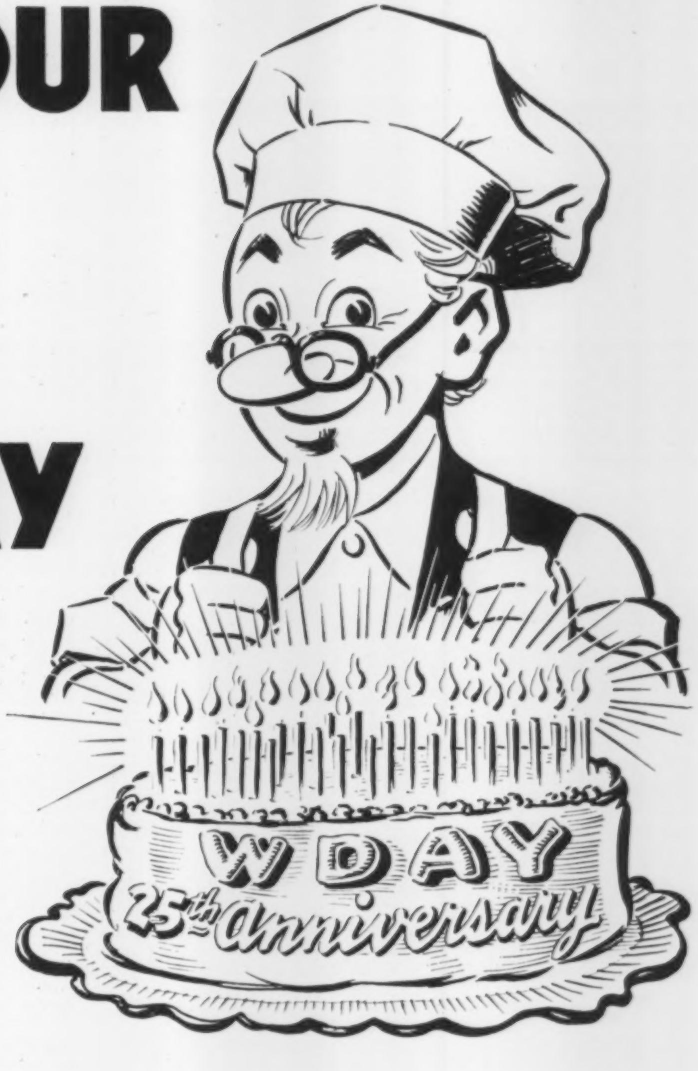
WSBT enjoys the long and lasting friendship of its listeners. For more than 25 years people in the South Bend area have been listening to *this* station. They grew up with WSBT and depend on it as a pleasant necessity in their lives. Because it has so many friends, WSBT makes sales. Local, national, and network advertisers know this for a fact.

WSBT
SOUTH BEND

5000 WATTS
960 KILOCYCLES
COLUMBIA NETWORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

NOW FOR OUR 50th ANNIVERSARY CAKE!



We've been telling you, all during 1947, that this is WDAY's 25th Anniversary year—

—that WDAY is not only the Northwest's *oldest* station—that it is also the *6-to-1 favorite* around here.

Now we want to tell you that we aren't resting on our laurels, that we're starting TODAY to fix up the ingredients for an even more resplendent cake on our fiftieth anniversary. And for every anniversary in between!

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

SEASON'S

EDWARD PETRY AND CO. INC.

REETINGS

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas Ft. Worth	NBC ABC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T. H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	CBS
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS
QUALITY NETWORKS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

Three 1-kw Daytime Outlets Authorized

THREE NEW 1-kw daytime only AM stations and improved facilities for KANS and KAKE Wichita, Kan., were announced last week by FCC.

The new stations authorized: Woodland, Calif., 930 kc, to Yolo Broadcasting Co.; Iowa City, 800 kc (with directional antenna), to Johnson County Broadcasting Co., and Crookston, Minn., 1050 kc, to Crookston Broadcasting Co.

An NBC affiliate and chiefly owned by O. L. (Ted) Taylor, KANS was granted switch from 250 w on 1240 kc to 1 kw night, 5 kw local sunset on 1480 kc with directional array fulltime. KAKE was granted switch from 250 w fulltime on 1480 kc to same assignment on the relinquished KANS channel. Both grants are subject to the condition that new operation of either shall not take place until both are ready to switch.

Ownership of the new grantees:

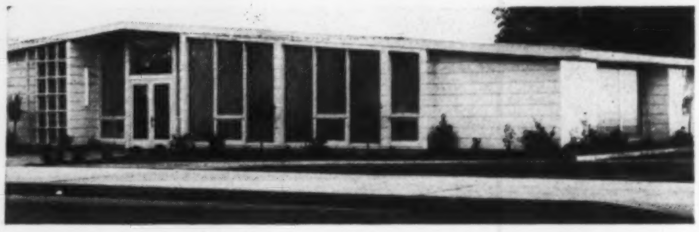
Yolo Broadcasting Co., Woodland, Calif.—Co-partnership: T. E. Brown, warehouse owner and rice grower and miller, and Neal Chalmer, attorney.

Johnson County Broadcasting Corp., Iowa City—Principals: Robert E. J. Snyder, WSUI Iowa City newscaster, president and owner 153 shares, who will be commercial manager; Herbert D. Olson, attending U. of Iowa, treasurer and 39 shares, who will be program manager; Richard H. Plock, 15 shares; A. James Ebel, consulting engineer, 15 shares; Elliott D. Full, who has been with WILL Urbana, Ill., and proposed chief engineer, vice president 39 shares (subscribed), and Gene E. Claussen, news editor KMOX St. Louis, secretary 39 shares (subscribed), proposed sports director.

Crookston Broadcasting Co., Crookston, Minn.—Principals: D. A. McKenzie, part-owner and editor Crookston Daily Times, president and 50%; A. J. Jensen, appliance firm operator at Sleepy Eye, Minn., vice president 16-2/3%; R. J. Dewaard, vice president Bridgeman Creameries Inc. and manager of several plants of that firm, secretary 16-2/3%, and Roger Brider, farmer, treasurer 16-2/3%.

DIRECTORS of Radio Corp. of America voted to increase annual dividend payment on the 13,881,016 outstanding shares of common stock from 20 cents to 30 cents a share payable Jan. 27, 1948, to holders of record on Dec. 19.

THIS MODERN two-story stucco and stone structure, to be built atop Mt. Wilson overlooking Pasadena, Calif., will house the television transmitter of KNBH Hollywood. Sidney N. Strotz, NBC western vice president, has announced that station expects to begin operations by mid-1948. Estimated cost of the building, which will house complete transmitting facilities, quarters for caretaker and technical personnel, a viewing room and garage space for five cars, is $150,000.



NEW MODERN plant of KPMC Bakersfield, Calif., contains 7,500 square feet of space. Facility-wise the building has three studios, transmitter control room, teletype room and storage space. Separate office space is available for the owner-manager and the sales, program and engineering departments. KPMC is on 1560 kc with 1 kw fulltime.

Sales of 4 Outlets Approved; Hearing Ordered on WWOK

SALES of WISH and WISH-FM Indianapolis for $554,000, KINY Juneau and KTKN Ketchikan, Alaska, for $140,000, and the new WBLW Lake Worth, Fla., for a sum not to exceed $12,714, were approved by FCC last week.

The Commission also (1) ordered a hearing on the proposed $100,000 sale of WWOK Flint, Mich., which its owners had attributed to a great extent to the influx of other new stations in the area [BROADCASTING, Sept. 8]; and (2) set aside its non-hearing grant of approval of the transfer of negative control of KHON Honolulu through the sale of a 25% interest by President Ralph M. Fitkin [BROADCASTING, Dec. 8].

In the WWOK case, officials said there were questions concerning the price involved and the fact that the sellers won their construction permit for WWOK only a year ago in a competitive proceeding in which a mutually exclusive Michigan application had to be denied, whereas they now proposed to sell to a group from another state. The CP for WWOK was issued Oct. 31, 1946; simultaneously the application of Booth Radio Stations (WJLB Detroit) for the same frequency at Grand Rapids was denied [BROADCASTING, Nov. 11, 1946].

Transfers approved by the Commission·

1. WISH, an ABC affiliate operating on 1310 kc with 5 kw day and 1 kw night, and WISH-FM are acquired from C. Bruce McConnell and associates by Universal Broadcasting Co., which is headed by Frank E. McKinney and includes ABC Vice President Robert H. Hinckley and other associates in the ownership of WTHI Terre Haute and WKJG Ft. Wayne (BROADCASTING, June 16).

2. William J. Wagner, owner of KFQD Anchorage, KFRB Fairbanks, and KIVH Seward, Alaska, purchases KINY (1460 kc, 5 kw) and KTKN (930 kc, 1 kw) from Edwin A. Kraft, who is retiring from Far North broadcasting to devote more time to his Seattle interests (BROADCASTING, Aug. 25).

3. Clarence L. Menser, former NBC vice president in charge of programs, acquires the new WBLW (1490 kc, 250 w) fom James K. Edmundson, president and 40% owner; his wife, Charlotte Edmundson (10%); Frank R. Knutti (40%) and his wife, Elaine Knutti (10%). The price originally was estimated at $10,214 (BROADCASTING, Sept. 1), and FCC specified that it not exceed $12,714. Mr. Knutti is slated to remain as station manager.

FCC also approved assignment of license of WDSU and WDSU-FM New Orleans from Stephens Broadcasting Co., a partnership, to a corporation of the same name, with no change in ownership: E. A. Stephens, 40%; H. G. Wall, 37½%, and General Manager Fred Weber, 22½%. Mr. Stephens is president, Mr. Weber vice president, and Mr. Wall secretary and treasurer.

Acting Chairman Paul A. Walker and Comr. Clifford J. Durr voted for hearing on the WBLW transfer, while Comrs. Durr and Rosel H. Hyde voted for hearing on the KINY-KTKN case.

In the WWOK case, in which Comrs. E. K. Jett and E. M. Webster voted for a grant, Owners Albert S. and Robert A. Drohlich proposed to sell the station (1470 kc, 1 kw) to Cooperative Radio Inc., owned by a group of Houston businessmen and associates including Harold B. Rothrock and George B. Bairey, Washington consulting radio engineers (5 1/3% and 1 1/3% respectively) and Franz O. Willenbucher, Washington attorney (4%). Herbert L. Crate, Houston real estate man, is president and owns 6 2/3% of Cooperative Radio, and Howard C. Evans, former KPRC Houston salesman, is vice president and would be general manager of the station.

WWOK Case

In the WWOK application FCC was told that additional grants in the Flint area "reflected on the economic operation" of the station, with the result that "the anticipated commercial revenue did not fully materialize, thus causing difficulty in the station's operation" [BROADCASTING, Sept. 8]. It was also pointed out that construction costs, originally estimated at $31,312, soared to $82,489 as a result of increases in labor and equipment costs while action on the application for construction permit was pending, and that a network affiliation which would have meant $1,200 a month went to a preceding grantee. Also, the application noted, the health of Robert Drohlich, who was injured during the war, may be improved if he moves to another climate.

New owners of WISH and WISH-FM include: President McKinney (34%), Mr. Hinckley (21.5%), and Frank H. McHale (10%), all of whom are associated in the ownership of WTHI Terre Haute and WKJG Ft. Wayne; George C. and Wilda Gene Hatch (10.75% each), identified with ownership of KALL Sault Lake City and KULA Honolulu along with Mr. Hinckley, and also interested in WTHI; Owen J. Bush (6 2/3%3; Davis M. Lewis and Chester L. Robinson (2.5% each); and Edward P. Fillion (1 1/3%).

Sellers of WISH and WISH-FM and their shares of the $554,000 sales price: C. Bruce McConnell ($312,000); Earl H. Schmidt ($170,000); J. F. McConnell ($40,000); John E. Messick ($20,000); Edward W. Harris ($12,000).

In the KHON case FCC reversed itself and ordered that the $25,000 sale of a 25% interest by President Fitkin to Louis Roy Turner, which had been approved without hearing [BROADCASTING, Dec. 8], must be publicly advertised in accordance with the open-bidding procedures of the Avco Rule. So, FCC ruled, must a pending proposed sale of a 25% interest by James C. Hardy for $25,000 to Webley E. Edwards, executive vice president and station manager.

Mr. Fitkin and his wife own 50% of the station and Mr. Hardy owns the remaining 50%. FCC officials said the Fitkin-Turner transaction was approved about the time the application covering the Hardy-Edwards sale was filed, and that the latter transaction brought both sales within the provisions of the Avco rule since 50% of stock is now involved.

Peabody Radio Awards To Be Announced in April

GEORGE FOSTER PEABODY Radio Awards for 1947 will be announced at a luncheon meeting of the New York City Radio Executives Club in April. Closing date for entries is set for Jan. 10, with listening post committees in 34 states and Alaska already at work preparing recommendations.

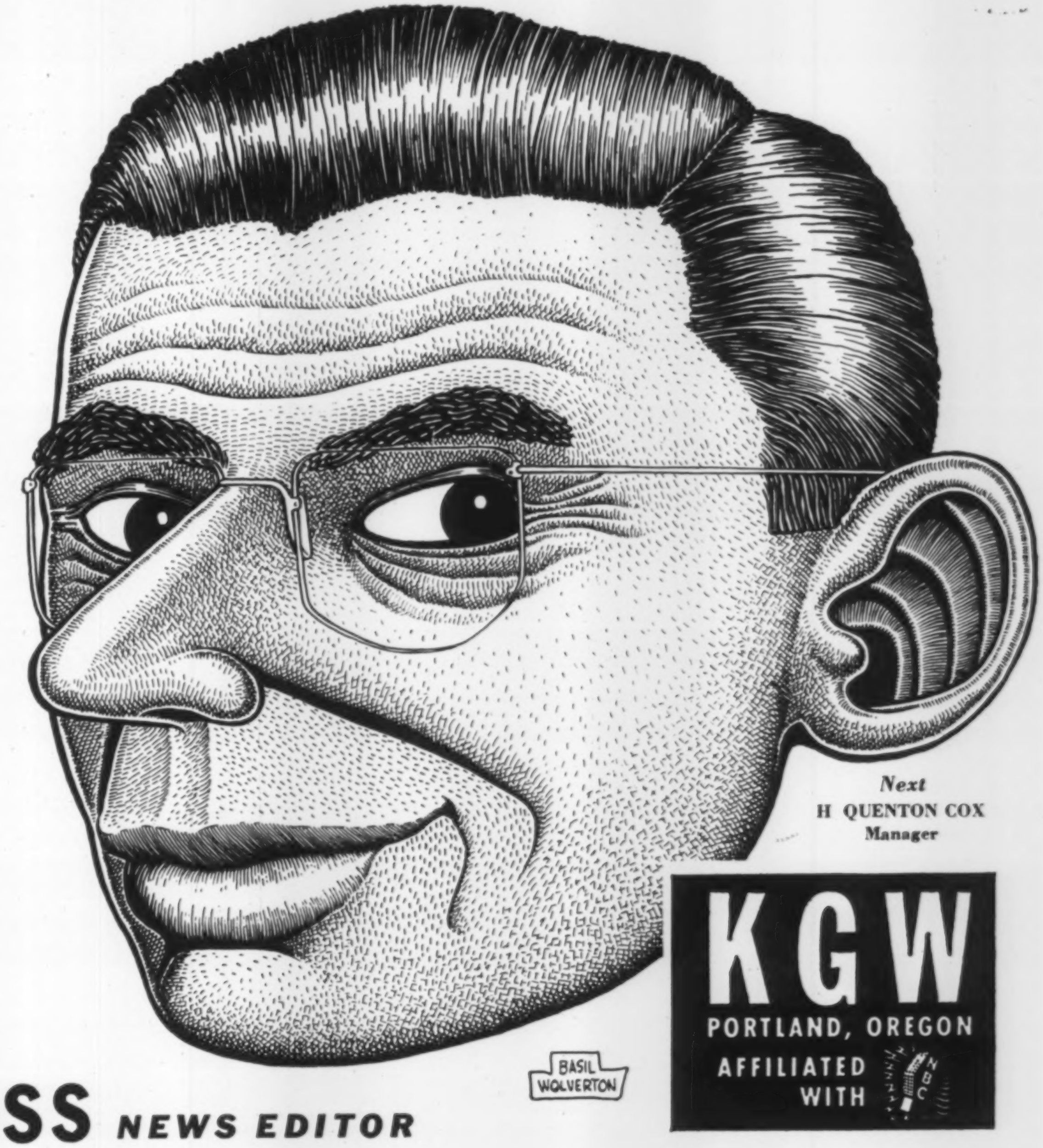
John E. Drewry, dean of the U. of Georgia Henry W. Grady School of Journalism, which administers the awards with the assistance of the NAB, reports that this year's selections for the awards will come from a greater cross section of the broadcasting industry than ever before.

Peabody Awards are designed to recognize the most disinterested and meritorious public service rendered each year by the radio industry. Recognition will be given both programs and stations in seven different categories.

JOSEPH COTTEN, screen-stage-radio star, received the "Order of the Green Thumb," an award made to people with a knack of making anything grow, by "Garden Gate" program over WLAC Nashville, Tenn.

It takes all kinds of people
...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meat-ball school of art and portrayer of Lena the Hyena



Next
H QUENTON COX
Manager

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

DON KNEASS *NEWS EDITOR*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Writing of Don Kneass, KGW New Editor, a radio columnist once summed it up: "with news Kneass is nice." To which listeners by the scores would say "amen!" Except for time out in uniform during the late war, Don's voice has been heard on KGW almost steadily since 1934. During his collegiate days at Oregon State, Don was active in journalism and radio work. This background led him, naturally, to KGW which has always stressed the importance of adequate radio news coverage. Like a Horatio Alger hero, Don worked up the hard way from apprentice to staff announcer, chief announcer, and then in 1941, after seven years he achieved his ambition to become KGW News Editor. Don's long experience in local and national news broadcasting, gives him considerable stature in his department and, Hooper-wise, "Kneass With The News" tops most of the "name" newscasters on the networks. A radio station's impact upon its coverage area results in large part from the collective efforts of its staff members, and Don Kneass is doing his share to make KGW "one of the great stations of the nation."

ST. LOUIS'
only
FULL-TIME
INDEPENDENT
STATION

WIL

25
Years Of
Acceptance
☆With Listeners-
☆With Advertisers

INVESTIGATE OUR
LOW LISTENER COST!

Bulletin!
AGAIN, IN 1948
EVERY MAJOR
LOCAL SPORTING
EVENT

Play-by-Play

WIL-FM 97.3 MEG.
FIRST FM STATION
IN ST. LOUIS!

Write or wire for
choice availabilities
Represented by
Wm. G. Rambeau Co.

Zenith Experiments With Phone-Vision

W9XZV Is Giving Over an Hour Daily to New Service

PHONE-VISION, the television baby conceived by Comdr. Eugene F. McDonald, president of Zenith Radio Corp., Chicago, this week let out a lusty squall which Zenith indicated will be heard daily.

Zenith's W9XZV still operates on an experimental basis but one or more hours of its daily schedule will be given over to Phone-Vision, which Commander McDonald believes will not only revolutionize the television industry but is the only possible way to get the first-run movies, Broadway plays and other entertainment the public wants. LaSalle U., which is under commission by Zenith to prove this point, is presently sifting responses to 9,000 questionnaires asking whether the TV audience would be willing to pay for such service.

A demonstration Dec. 15 was witnessed by Dr. Frank Stanton, CBS president, and H. Leslie Atlass, CBS vice president and general manager of the CBS Central Division.

Envisioning network television, Comdr. McDonald said unattended relays feeding into telephone lines in communities with TV stations would mean audiences by the millions would be able to enjoy the best in video entertainment.

The Zenith executive also said Phone-Vision would be applicable to FM reception and could even be used for AM stations wishing to offer programs on a fee basis. He revealed that Rolf Kaltenborn, who is attempting to obtain an AM station in Chicago for that purpose, had applied for a license under Zenith patents for Phone-Vision. Whether it would utilize a "scrambled" signal originating from the station transmitter or the telephone lines required for Zenith television, he declined to reveal.

CBC Board to Meet

NEXT MEETING of the board of governors of Canadian Broadcasting Corp. is to be held Jan. 22-24 at Ottawa. A number of license applications will be considered. Seeking an AM license for 1 kw on 910 kc at Haileybury, Ont., is T. A. McDonough. He is also applying for an FM license there. Dept. of National Defense, Ottawa, is applying for 100-w station at Churchill, Man. FM applications are in for CFPL London, Ont., CHUM Toronto, CJAD Montreal, CFOS Owen Sound and Moncton Publishers Ltd., Moncton, N. B.

GREATER Cincinnati Community Chest Committee has presented a certificate of award to WCKY Cincinnati, for its assistance in 1947 Chest Campaign.

WEWS
TELEVISION

TELECAST of a boxing show from Cleveland's Arena was presented by WEWS, Scripps-Howard video outlet in the Ohio metropolis, as a preliminary to its scheduled launching of regular TV transmissions before Christmas. The telecast, Cleveland's first, was beamed from the Arena to the Statler Hotel in downtown Cleveland, where 400 persons watched on 10 receiving sets. WEWS took its $100,000 mobile unit to the Arena and used two television cameras installed high in the press box (above), one for closeups and the other for shots of the ring and spectators. Vice president and general manager of WEWS is James C. Hanrahan. Station director is J. Harrison Hartley.

South Bend TV Outlet to Be First 'C.O.D. Network' Client

THE PROPOSED "C.O.D. Network," envisioned during his appearance Dec. 11 before the TBA in New York by Capt. William C. Eddy, director of WBKB Chicago [BROADCASTING, Dec. 15], will have South Bend, Ind. as its first paying customer.

Application of WSBT, owned and operated by the *South Bend Tribune*, for a TV license was filed with the FCC last week.

WBKB has already televised Notre Dame football games from South Bend by microwave relays located at New Carlisle and Michigan City, Ind.

As a result of these microwave relays, this means of television communications has proved itself superior and less expensive than coaxial cable, Capt. Eddy said.

Extend to East Coast

At a cost of approximately 40 cents per microwave mile, as compared to $90 per coaxial cable, per program hour, WBKB could offer network service by next fall to stations extending from Chicago to Detroit, Toledo and Cleveland. Captain Eddy predicted that if TV stations in these cities can share in the program cost, relays could be built to offer a "C.O.D. Network" of television programs to the East Coast.

The system of relays used by WBKB to broadcast football games from Notre Dame stadium extends from 38 miles to 79 miles between transmitter booster stations. Television service from these booster points to nearby communities could be established simply by reducing the signal strength to the assigned frequency.

Captain Eddy estimated the cost of the South-Bend-Chicago football network at in excess of $140,000, of which slightly more than $425 per week was returned from commercial sponsorship. But, he adds, cost of maintaining the relays is slight. In fact, television stations will be operated at no greater expense than average FM stations and in many cases will cost no more to build. A TV station can actually be built for as little as $80,000, he said, but without network service it would be both impossible and impractical to attempt to build an audience.

Feed Distant Points

With Chicago to Toledo as the body of the proposed network, booster stations could feed network service to such distant points as Milwaukee, Indianapolis, Sandusky, O. and Buffalo, N. Y. The course of the network is almost sure to follow the contours of Lake Erie and Lake Huron, into New York state.

Mrs. Hazel H. McGuire

MRS. HAZEL H. McGUIRE, 47, assistant to Fred W. Borton, president and general manager of WQAM Miami, Fla., died Dec. 13 of a stroke at her home in Miami. She had been associated with the station for 17 years and was an officer of the Florida Assn. of Women Broadcasters. Her husband, John McGuire, and a sister, Clara Ray of Birmingham, Ala., survive her.

Comets.. in a star-filled sky

Why did radio broadcasting grow from a humble experiment to a *major* advertising medium.. in less than a decade?

Why did it develop from a novelty to a national institution.. a daily, hourly influence in millions of homes and offices and automobiles?

Because radio, in its unique fashion, entertains. Because radio informs. Because radio teaches. *Because radio sells.*

Sales-wise, the air is full of star performances, with more than a few dazzling comets.. unusual programs that have carried products to overnight sales success.

The six Westinghouse stations, for example, can point to several such comet-like programs.. *as well as* to a full schedule of radio fare that meets the day-to-day needs of local audiences, and keeps cash-registers ringing, day in and day out, for advertisers.

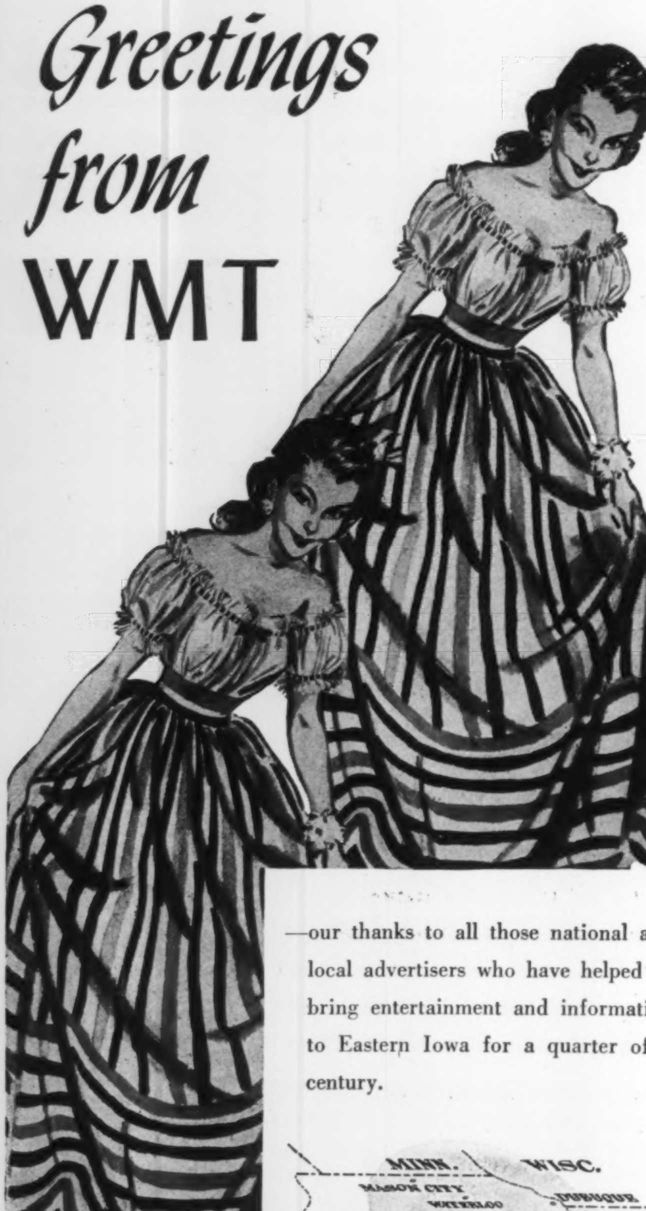
If you have a new product to introduce, or an old product to keep moving, let the Westinghouse station help you.. in one or all of the six great market areas centering in Boston and Springfield, Philadelphia and Pittsburgh, Fort Wayne and Portland (Oregon). Our national representatives can give you details, and availabilities.

WESTINGHOUSE RADIO STATIONS Inc

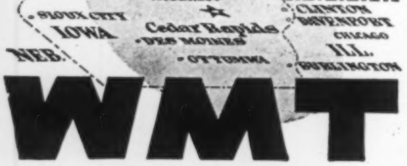
WBZ • WBZA • WOWO • KEX • KYW • KDKA

NATIONAL REPRESENTATIVES, NBC SPOT SALES — EXCEPT FOR KEX • FOR KEX, FREE & PETERS

Season's Greetings from WMT



—our thanks to all those national and local advertisers who have helped us bring entertainment and information to Eastern Iowa for a quarter of a century.



WMT
CEDAR RAPIDS
The Station Built By Loyal Listenership . . . Now in its 25th Year!
BASIC COLUMBIA NETWORK
5000 WATTS 600 K. C. DAY AND NIGHT

60-MILLION TELEVISION AUDIENCE IS FORECAST

AMERICAN video broadcasting industry has solved the technical problem of establishing national networks and is "well on its way to the solution of the economic problem," E. W. Engstrom, vice president in charge of research at RCA Laboratories, said last week in a talk before The Society of Sigma Xi at Cornell U. He predicted a potential United States video audience of more than 60,000,000 in the next few years.

Dr. Engstrom

Reporting that video programs could be transmitted from city to city by either coaxial cables or radio relays, Mr. Engstrom said the latter method has particular significance for regional networks. "One large city," he explained, "can feed a number of smaller surrounding cities by radio relays and, everywhere along the line at repeater stations, side transmissions can be made to other transmitters."

Tracing the progress of television, Mr. Engstrom cited developments in the plastic industry that have made possible projection type receivers for home use by overcoming the prohibitively high cost of correcting lenses. Projection type tubes, he said, already are capable of producing acceptable images as large as 15 by 20 feet for theatre video systems, and promised that future research will produce pictures of even higher quality.

RADIO WRESTLERS

Disc M. C.'s Take Air Feud Into the Ring

A RADIO FEUD between two disc m.c.'s in Salt Lake City came to a climax last week when the mock enemies went into the wrestling ring to iron out their differences. Ed (Beetlebrow) Black and Al (Jazzbo) Collins, both of KNAK Salt Lake City, were the contestants, and it was a sellout house the night they fought.

It all developed out of friendly word battle over the air, as a result of one taking the hit records out of the files and hiding them from the other. A local wrestling promoter suggested the match, and the town buzzed with the news that the favorite disc m.c.'s would square off in public for a fight.

The first ten minutes of the match was all sham and no blood—but then the hefties from KNAK went at it in earnest and "Jazzbo" won. The match was a town topic, and, though hard on the staff, netted the outlet some excellent promotion. Two of the station's advertisers, the Schubach Jewelry Co. and the Utah Theatre, sponsored the opponents. KNAK broadcast the event, and had so many requests for re-broadcast that it was repeated twice the next day.

Expert Estimates Two Billion Gross For Radio During 1947

U.S. RADIO, including television, was a two-billion-dollar business in 1947, Dr. O. H. Caldwell, editorial director of *Tele-Tech* and *Radio and Television Retailing*, estimated last week.

Dr. Caldwell, a former member of the Federal Radio Commission, who has compiled annual statistics of the industry for the past 25 years, placed the retail value of 17,000,000 aural and 170,000 television receivers produced in 1947 at $1,200,000,000.

He said "this record output" has placed a total of 66,000,000 sets, including 9,000,000 automobile radios, in 37,000,000 U. S. homes, and added that "all the rest of the world has only about as many radios as the U. S."

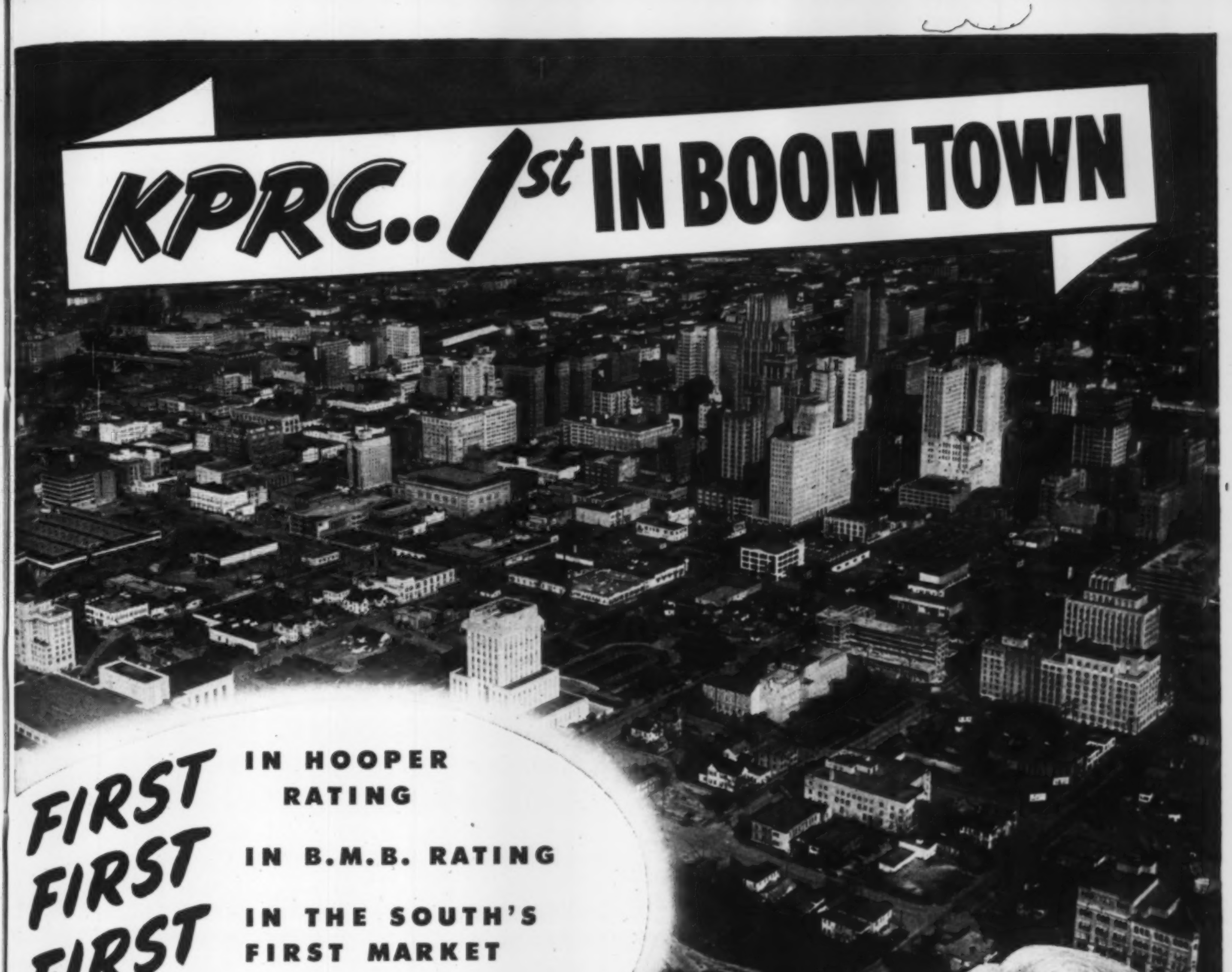
Dr. Caldwell estimated 1947 time sales by U. S. broadcasters at $350,000,000.

He said radio receivers throughout the world number about 132,000,000, divided as follows according to continents: North America 70,500,000; Europe 46,000,000; Asia 6,500,000; South America 5,500,000; Australia 2,500,000; Africa 1,000,000.

ANNUAL U. S. BILL FOR RADIO

As computed by Mr. Caldwell

Sales of time by broadcasters, 1947	$350,000,000
Talent costs	60,000,000
Electricity, batteries, etc., to operate 66,000,000 receivers	220,000,000
17,000,000 receivers, at retail value	800,000,000
170,000 television receivers, retail value	120,000,000
66,000,000 replacement tubes	90,000,000
Radio parts, supplies, etc.	100,000,000
Phonograph records, 325,000,000	300,000,000
Radio-set repairs, servicing	75,000,000
TOTAL	$2,115,000,000



KPRC.. 1st IN BOOM TOWN

FIRST IN HOOPER RATING

FIRST IN B.M.B. RATING

FIRST IN THE SOUTH'S FIRST MARKET

HOUSTON'S THE BIGGEST...

Houston's the biggest city in the south and its booming 570 million dollars worth of construction is in progress, projected or recently completed. Time buyers agree KPRC dominates Houston and the Gulf Coast. Put your advertising dollar on KPRC first.

KPRC HOUSTON

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company . . . Affiliated with NBC and TQN . . . Jack Harris, General Manager

TO SELL EASTERN
NORTH CAROLINA
YOU HAVE TO
KNOW YOUR
A B C's

WRRF*
5000 WATTS, 930 KC
WASHINGTON, N. C.

*WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

If you want to cash in on sales in the "as good as gold" market of Eastern North Carolina, you have to know your ABC'S . . . WRRF and WRRZ. These stations of the Tar Heel Broadcasting System effectively blanket the rich agricultural belt in this area.

Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

SLEET PLAYS HAVOC

KFRM Starts on Time Despite Lack of Phone Lines

NEW KANSAS station of KMBC Kansas City, Mo.—KFRM Concordia, Kan.—went on the air early this month despite some annoying lack of cooperation from the weather man. When severe sleet storms cut Concordia off from the outside world and broke down telephone lines between Salina, Kan., and Concordia which KMBC had planned to use in programming KFRM, quick action was necessary.

Lines from Kansas City to Salina are underground, but the 40-mile Salina-Concordia gap had to be closed via a radio link. Instruction staff of Central Radio and Television Schools Inc., working with KMBC's engineers, rushed two FM transmitters by truck to Salina, arriving there 43 hours before KFRM was to go on the air Sunday, Dec. 7.

By 2 a.m. on the day before KFRM's scheduled launching the engineers had completed mounting a 10-band transmitter on eleventh floor of Salina's United Life Bldg. and an emergency antenna atop the same building. At 5 p.m. same day (Saturday, Dec. 6) word came that phone lines were open to Minneapolis, Kan., making possible a shorter link to Concordia. Spare 100-mc FM transmitter was transported to Minneapolis and set up in a garage, along with emergency antenna. This second station established contact with KFRM shortly after 1 a.m. Dec. 7, only 12 hours before deadline for KFRM's opening ceremony.

KMBC reports that emergency operation was continued for several days, with KMBC engineers assisted by three Central Radio School students manning the FM link between Salina and Concordia.

Niagara Falls' New 1-kw Daytimer, WJJL, Starts

WJJL, new 1-kw daytimer on 1440 kc at Niagara Falls, N. Y., was to begin operations Dec. 20, according to an announcement last week by John J. Laux, station owner.

Robert Kliment, formerly manager of WJPA Washington, Pa., and a member of the WKBW Buffalo sales staff, has been named as WJJL's station manager.

Other staff members include Frank Harr, formerly with WORD Spartanburg, S. C., KFEL Denver and WIOD Miami, chief engineer; Tommy Talbot, previously with WCNC Elizabeth City, N. C., commercial manager; Kieran (Kay) Balfe, formerly with WJPA, program director; Fran Skimin, formerly with WGR Buffalo, news editor; George Thorne, formerly with WEBR Buffalo, WERC Erie, Pa., and WWSW Pittsburgh, and George Walker, former night club entertainer, announcers, and Art Waite, salesman.

DINNER given by *The Milwaukee Journal* radio stations to mark the dedication of WTMJ-TV, *Journal* television outlet, was attended by radio executives, state and civic officials, educational leaders, the trade press, the *Journal* stations' national representatives and department heads of the newspaper. Quartet (above) facing the camera includes, l to r: William E. Walker, assistant to Gov. Oscar Rennebohm of Wisconsin; Frank E. Mullen, executive vice president of NBC; Walter J. Damm, vice president and general manager of radio for The Journal Co., and Federal District Judge F. Ryan Duffy. Dinner was held Dec. 3, first night of regular broadcasts over WTMJ-TV.

WHVA (FM) TAKES AIR IN POUGHKEEPSIE, N. Y.

INAUGURAL broadcast of WHVA (FM) Poughkeepsie, N. Y. took place Dec. 7 with the major portion originating from the Nelson House in Poughkeepsie. A section of the show originated at the station's studios and was picked up by an FM receiver at the Nelson House to give the inaugural guests a first-hand demonstration of FM.

Taking part in the ceremony were George W. Bingham, general manager WHVA (FM) and WKIP; Edward A. Chappell, publisher, *Poughkeepsie New Yorker* and director of the station; Mayor Frank M. Doran of Poughkeepsie, and Jack Gould, radio editor, *New York Times*.

WHVA (FM) is a sister station of WKIP, Poughkeepsie's ABC outlet, and operates on 104.7 mc, channel 284 with 23 kw. Transmitter is located atop Mount Beacon and has a tower 1597 feet high.

'Charlie McCarthy Show' Tops in Canadian Ratings

ONLY ONE Canadian program is listed among first ten most popular evening network brograms in Canada for November in the national rating report of Elliott-Haynes Ltd., Toronto. First place went to *Charlie McCarthy* with rating of 37.8, followed by Fred Allen 36.3, *Fibber McGee & Molly* 34.6, *Radio Theatre* 34, *Ozzie & Harriet* 29.1, *Amos 'n' Andy* 24.4, *Music Hall* 23.1, NHL Hockey (Canadian program) 22.5, *Take It or Leave It* 20.8, and *Album of Familiar Music* 20.6.

Five most popular daytime programs in November were *Happy Gang* (Canadian program) 18.3, *Big Sister* 17.6, *Sing Along* (Canadian program) 16.9, Claire Wallace (Canadian program) 16.5, and *Pepper Young's Family* 16.5.

First place in French-language evening programs went to *Enchantant dans le Vivoir* 37.1, and first place in French-language daytime programs to *Rue Principale* 26.7

WLEC Sandusky Debuts As 250-w Mutual Outlet

STAFF MEMBERS of WLEC, which went on the air at Sandusky, Ohio, Dec. 7 with 250 w fulltime on 1450 kc, were announced last week. A. E. Heiser, vice president of the licensee, Lake Erie Broadcasting Co., also is general manager of the station.

Other posts are filed by George Buehrle, chief engineer; Louis Mahla, commercial manager; Jay Wagner, program director; Don Dean, farm director - promotion manager; William Westerhold, news director; Mrs. Mary Baer, director of women's programs; Donald Gehring, continuity director; Al Dykeman, commercial representative; Miss Carol Gassan, traffic manager; Dick Petty, Jack Cowden and Bob Reitz, announcers, and James Barnhart and Jay Leibach, engineers.

WLEC is affiliated with Mutual.

WSSB, Durham Outlet, Opens Its Business Office

WSSB Durham, N. C., which expects to go on the air about the middle of next month, has opened offices at 212 Depositors National Bank Bldg. in Durham. The Station will operate on 1490 kc, with 250 w power fulltime.

Mr. Griffen

Licensee is Public Information Corp., Thomas B. Sawyer, president. WSSB's general manager is Guy Griffen, former sales promotion manager of WFBR Baltimore. Mr. Griffen had been with WFBR for nine years. During the war he was a captain in the 29th Infantry Division.

WMRN Marion, Ohio received a certificate of commendation from the 831st AAF Specialized Depot for its cooperation in broadcasting the "Depot on the Air" programs during 1946-47.

How KSD-TV Is Promoting Sales for TV Dealers

KSD-TV, the St. Louis Post-Dispatch Television Station, has launched an extensive campaign to help dealers in the St. Louis area sell television receivers.

Media includes direct mail, full pages in local magazines, streetcar and bus cards, KSD courtesy announcements and a minimum of 500 lines of display advertising each week in the Post-Dispatch.

Purpose of the campaign is twofold:

First, to supplement dealers' and distributors' own efforts with copy-theme stressing advantages of television ownership, and urging readers to visit dealers for demonstrations.

Secondly, to keep interest in television at maximum pitch as part of KSD-TV's general plan to maintain the St. Louis area as the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Inc.

COMMERCIAL

JAMES I. PHILLIPS Jr., formerly with sales department of WJR Detroit, has joined WJBK Detroit, as account executive. **MEL TRUITT**, WJBK announcer-producer, has transferred to sales department.

ROBERT S. KELLER Inc., New York, was appointed national sales promotion representative of WMRN Marion, Ohio, effective Dec. 15.

DICK WRIGHT, formerly with ABC and Radio Sales Div. of CBS, has joined WOV New York sales staff.

BETTY BASFORD, formerly with WCOL Columbus, Ohio, has been named traffic director of WRFD Worthington, Ohio.

AL GILLEN, promotion manager of WSYR Syracuse, N. Y., has been transferred to sales department, replacing **JOHN C. WARREN**, who has joined sales division of WNBC New York.

ROBERT MONTGOMERY, former commercial manager of KGKL San Angelo, Tex., has been appointed commercial manager of KOSA Odessa, Tex.

NATIONAL BROADCAST SALES has been appointed as exclusive representative in Montreal for CHML Hamilton, Ont., effective Jan. 1.

CHRIS SALMON, new to radio, has joined sales staff of KQV Pittsburgh.

FRIEDENBURG AGENCY has been appointed as national representative for WKOX Framingham, Mass.

MARTIN NIERMAN, formerly with DuMont Television Laboratories and stations WNYC and WGYN-FM New York, has joined Pan American Broadcasting Co. as account executive of the three-station Alaskan Broadcasting System.

JACK GALE, account executive of Paul H. Raymer Co., Los Angeles, station representative, is the father of a girl, Sara.

FRANK MURRAY, formerly with British Broadcasting Corp. and Irish Radio System, has joined commercial department of CJBQ Belleville, Ont.

TAYLOR-HOWE-SNOWDEN has been appointed as national representative for KLRA Little Rock, Ark., effective Jan.1.

FM TIME RATES for KFI Los Angeles, as announced by **WILLIAM B. RYAN**, general manager, call for a top of $75 for Class A (6-10 p.m. daily) and $50 for Class B (before 6 p.m. and after 10 p.m.).

J. H. MacDONALD, commercial manager of CJBQ Belleville, Ont., is the father of a girl.

BARRY KEIT, former West Coast manager of Bolling Co., Los Angeles, has joined KWIK Burbank, Calif., as national advertising manager in charge of all agency business.

LORENZEN & THOMPSON Inc. has been appointed as exclusive national representative for WOKO Albany.

NAT L. ROYSTER, sales manager of WFLB Fayetteville, N. C., is the author of a book of poems titled "Once to Every Heart," recently published by Exposition Press, New York.

ROBERT Q. LEWIS will be heard on CBS in a new 15-minute weekday comedy series starting about Jan. 5.

A Merry Christmas
and thanks
for your friendship
WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.

Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

KWK

(Continued from page 28)

name," the court said, "there is a distinction between the right of an individual to use his name in his personal business and right to use individual initials in a corporate name (Great Atlantic & Pacific Tea Co. v. A. & P. Radio Stores, 20 F. Supp. 1. c. 706.) No other reason was given for the use of the letters 'KWK' in the corporate name than that they comprise the incorporators' surname initials. Since they (Messrs. Kranzberg, Weber and Krachmainick) have not advertised the name or used it extensively in their business, it will be a relatively simple matter to change it if its stipulated use is likely to result in confusion of source and impinge the plaintiff's good will."

'Entitled to Relief'

And the court left no doubt concerning its belief that such confusion would arise. ". . . it is clear, under the stipulation in this case," the court said, "that the plaintiff (KWK) is entitled to relief even under the more conservative view of trade name protection. (52 Am. Jur. Secs. 96-100, pp. 575-580; 3 Restatement, Torts, Secs. 711, 717, 728-732.) . . . if the defendants pursue their contemplated course (of engaging in the general real estate business and operating hotels under the firm name, KWK Investment Co.) there is not only the mere likelihood of future confusion of source and consequent injury to good will and reputation but there is also an element of competition of service and business, and the designation used by the defendants in their business is 'likely to be regarded by prospective purchasers as associated with the source identified by the . . . trade name.' (3 Restatement, Torts, Sec. 730.) It necessarily follows, even under the more conservative theories of trade name protection, that the plaintiff (KWK) has established its right to relief."

The decision pointed out that in another case involving a radio station—that of Bamberger Broadcasting Service v. Orloff—"it was held that the owner of radio station WOR was entitled to relief against the WOR Printing Company even though there was no competition of service or business on the ground that the plaintiff's good will was likely to be endangered by the defendant's use of the plaintiff's good name."

Perhaps radio stations and magazines "should have a status different from that of ordinary manufacturers or business because they advertise many things and thus acquire and have a character independent of but embracing all their advertisers," the court suggested, referring to the Bamberger-Orloff case and to two other cases, Hanson v. Triangle Publications, 163 F. (2) 74, and Vogue Co. v. Thompson-Hudson Co.

Sylvania Breaks Ground For Big Research Center

SYLVANIA Electric Products Inc. broke ground at Bayside, L. I., last Wednesday for a building to be known as Sylvania Center and designed for the peacetime development of electronic and lighting equipment, television, FM and radar. The ground breaking was conducted by Walter E. Poor, chairman of the board of Sylvania, Robert Moses, commissioner of parks for the city of New York, and James A. Burke, president of the borough of Queens.

Sylvania Center fully equipped is expected to cost nearly a million dollars. In the new building research activities on the improvement of television viewing tubes and fluorescent lamps will be conducted by Dr. R. M. Bowie, who more than ten years ago discovered a practical means for eliminating dark spots on television tubes by means of an ion trap. Other studies in electronic optics, composition and control of fluorescent substances used in television tubes will be made.

Heads Chicago RDG

CHICAGO CHAPTER of the Radio Directors Guild, at its annual election Dec. 14, elected L. D. Barnhart, CBS-WBBM Chicago producer, president. Other officers include Herb Lateau, NBC, vice president, and Reuben H. Miller, CBS, secretary-treasurer. Appointed to the board of directors were Homer Heck, NBC; Peter Cavallo, of J. Walter Thompson; Thomas Bashaw, WLS, and Russell Young, free lance.

J. Calvin Jackson

J. CALVIN JACKSON, 45, program director of WRAW Reading, Pa., died Dec. 8 after collapsing on Court St., just a few feet from his office. Mr. Jackson, a veteran in the local radio field, entered radio in 1929. He served as announcer for both WRAW and WEEU when the two stations were owned jointly. In 1936 he was assigned to the WRAW staff exclusively, where he had been program director since 1940. He also was affiliated with WCAU Philadelphia in 1935. Funeral services were held in Reading Dec. 11.

George Bain

GEORGE BAIN, 64, sales executive of Philco Corp. of Canada, died unexpectedly at his home at Toronto on Dec. 13. Born at Wick, Scotland, he went to Canada at the age of four years, was educated at Toronto, was in the electrical business there and at Calgary, and joined Philco in 1928. He had been a director of the Radio Manufacturers Assn. of Canada since 1931.

LARGE-SCREEN RCA television receiver has been presented to the Advertising Club of New York by NBC. Reynold R. Kraft, NBC video sales manager, made the presentation to Eugene S. Thomas, president of the club and WOR New York sales manager.

Merry Christmas, Small Fry!

WLAC wants, very sincerely, to extend a special Christmas greeting and best wishes for stockings-full-of-cheer to the "Small Fry"—those little folks from 3 to 6 who help so nobly to spread the marvelous story of radio to the grownups in their families.

In thousands of homes throughout the land the little ones have been (and still are) revelling in using new-found voices to display their intelligence by babbling what they hear "on the radio".

From dawn to dusk it's "Super-Super-Dooper Suds", "Gran' Pa, I said TABLE Grade", "Let's listen to Lum and Abner", "Order some CAMPBELL'S Soup, mama", "Stop at the Esso sign", "Rinso White" and so on, ad infinitum.

The really small Small Fry can't read, but how they can TALK! And, what a powerful influence they are having on the shopping habits of their mothers and dads —parents who hang on to every word that comes out of their mouths.

It's word-of-mouth advertising to the nth. degree, a mighty (though unsung) back-stage sales force that only radio can deliver.

So, on that night when "all through the house not a creature is stirring", here's hoping the dreams that come to our friends, the Small Fry, will be bounteously fulfilled.

WLAC
NASHVILLE

50,000 WATTS • CBS AFFILIATE

***Represented** by* **Paul H. Raymer Company**

Merry Christmas
and
Happy New Year

PAUL H. RAYMER COMPANY, INC.

Editorial

Petrillo's Dirge

DON'T BE DELUDED by the seeming quiescence on the radio music front. For while James Caesar Petrillo plays dead dog, there's the rhythm of real activity in radio.

At long last, all elements in radio realize that this time it is for keeps. The record and transcription companies are building backlogs against the day that Jimmy pronounces an end to all recording. The deadline is Dec. 31. The networks, including NBC and CBS, which still cling to the live program format except under extraordinary conditions, are recording too against the day that the AFM czar pulls the plug on them. That deadline is Jan. 31, for networks and stations too.

We are convinced, for the first time since the current sequence of Petrillo ukases and squeeze plays began, that all hands in radio are preparing for the show-down. The Industry Music Committee isn't loafing. Plans are in the making. The $75,000 already earmarked for the preliminaries is a bagatelle in contrast to the five-million-dollar AFM war chest upon which Jimmy can draw, but it's a start and it comes from a cross-section of music users who have wearied of the plundering of a totalitarian labor boss.

This time Jimmy's bluff is going to be called. It is going to be called in the courts, via the retrial of the WAAF case, and in Congress, when Chairman Hartley of the House Labor Committee calls hearings early next month to tighten up his bill so as to make it foolproof against the thrusts of Petrillo. Radio, in its unswerving effort to service its audience—and that means the nation's population—can't await the laborious legislative process. This is an immediate job. And radio must meet it in its own way.

There's talk of compromises. Rep. Carroll D. Kerns (R-Pa.), himself an AFM cardholder, who means well but evidently can't make up his mind whether Jimmy is friend or foe, talks about an amendment to the 1909 Copyright Laws to allow AFM to collect royalties from stations and record companies for performing rights. That misguided notion, with variations (such as limiting record performances to certain hours), has been picked up even in radio's own ranks. It would give the musician a performing right in music in which he held no proprietary interest and a continuing royalty on something he didn't own or create. It would place in jeopardy or snuff out of business hundreds of stations dependent upon recordings for most of their programs—recordings which they make popular by the very fact that they use them.

It would resurrect the private WPA Jimmy had set up three years ago with recording companies and which was expressly outlawed by the Taft-Hartley Act. In short, it would give Jimmy complete victory without firing a single shot or hiring a single musician. It would give Jimmy something he doesn't now possess—a licensing power over radio. It would open a Pandora's Box of unending trouble.

Radio's strategists should make dead certain that in seeking to win the immediate music battle that they do not make concessions that might lose the music war.

Credo of NARSR

. . . "to develop the use and increase the sale of national spot radio."

THAT is the credo of the newly formed National Assn. of Radio Station Representatives. There is clarity of purpose and objective. There is the resolve affirmatively to sell national spot in competition with network to less-than-network accounts or those who have merchandising problems requiring flexibility.

Formation of NARSR was motivated largely by the decision of CBS to take on representation of stations other than those it owned or in which it held financial interest. There was the fear that all networks would spread their representation wings and that competition between network and spot would be narrowed.

Whatever the cause, we think the result is healthy. We deplored the invitation of NARSR to the FCC to enter into the area of contractual relations between stations and their business representatives. We said so. The anti-trust laws are adequate, and they apply to all American enterprise.

The NARSR objective is to "promote spot broadcasting." That means hard, intelligent selling of *programs* as well as announcements. It means not only more thorough competitive selling against other media, but competition within the radio medium. That's the way of free competitive enterprise.

NARSR gets off on the right foot in thus dedicating itself. On that score it deserves the plaudits of all for, by and of radio, including the networks. For healthy independently owned stations make healthy affiliates.

Mutiny on the FCC

THE FCC is rudderless these days. Acting Chairman Paul A. Walker is doing his utmost to keep it from foundering until a permanent chairman is named by President Truman.

The FCC is very unhappy about Comr. Clifford J. Durr and the unholy mess he has provoked in his six-year tenure, which culminated in the recent and unfinished embroglio with FBI Director Hoover. Commissioners have learned that Mr. Durr was acting as staff mentor for those who followed his line of "liberal" versus "reactionary" applicants—lawyers, accountants and even the erstwhile assistant to the erstwhile chairman.

Lately, the staff and those uninformed, if not naive, commissioners have discovered that conditions are different. The old routine of staff-inspired and Durr-cleared reports doesn't work. Comr. Robert F. Jones, fresh from a decade as a Republican member of Congress, wants to be shown. The lawyers, we judge, aren't cooperating too well, and members of the Commission are finding out the hard way that they've been duped all too often.

Decisions on cases that, upon staff recommendation, were to go one way, are going the other. The former miniority is becoming the majority with the exception of Durr. Applicants suspected of subversive leanings (and there are cases in point) aren't being rushed through on staff say so. The FCC is about to about-face on a case that stood 5-1, wherein the majority proposed to write regulations on political broadcasts in an opinion in which the license would be renewed—following the *Mayflower Decision* formula. Now it looks like there will be a simple renewal—unless Mr. Durr sticks to his guns and makes it 1-5.

Unless all signs of the political zodiac are askew, Mr. Durr will be heading back to old Alabam' by June 30, when his term expires. He would save the FCC lots of travail and trouble if he bought his passage now and quit before Congress convenes again in January.

Our Respects To—

ARTHUR ROBINSON KIRKHAM

A FULL quarter century of broadcasting was chalked up this month by one of radio's foremost personalities, Arthur R. Kirkham, vice president of the CBS-affiliated KOIN Portland, Ore. Nineteen of his 25 years behind the mike have been with KOIN.

Arthur Kirkham is a man who has the rare quality of greeting people with a jovial manner to put them completely at ease. Wherever he goes, his thousands of devoted radio listeners and friends call him "Art."

He once said, "Good announcers are supposed to be born, not made, but I sort of eased into the profession naturally by my singing in earlier years." He first faced the mike as a tenor on a Portland radio station in December 1922. His part, to sing three solos, preceded a dance orchestra program. The following day's radio column, praising his ability said, "Arthur R. Kirkham has a rich pure tenor voice of splendid quality, which he controls marvelously well. His numbers were carefully selected and perfectly adapted for broadcasting." At the same time he was singing on the air, he was a featured soloist with the Multnomah theatre circuit in Portland.

His vocal ability came in good stead, when in 1926 he joined the staff of KOAC at Oregon State College at Corvallis. There he assumed announcer's duties and also had complete charge of the station's thrice-a-week evening program schedule.

Mr. Kirkham, who was born in Portland, in 1897, returned from Corvallis in 1928 and joined the staff of KOIN and has been with the station ever since. His first position was as the station's program director, and the following year was promoted to studio director and chief announcer. One year after he joined the station's staff, KOIN was linked with the Columbia Broadcasting System as one of its western outlets in January 1929. He was made vice president of KOIN in September 1942.

In the early years at KOIN, he took over the program, *Newspaper of the Air*, a show that consisted of two hours of music and the gleanings from the daily newspaper, the odds and ends and the humorous touches of the news. Art Kirkham's deft handling of the program was once described as if "dad were reading the newspaper to his family."

His same informal manner has continued up through the years to the present. The program now precedes his reporting of the world, domestic and local news at three o'clock each week day. During the turbulent war years, he decided to emphasize news other than war

(Continued on page 52)

TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

IT MAKES A DIFFERENCE TO KNOW THE DIFFERENCE. WOV'S 5 Audited Audiences tell you where listeners live and shop; what they earn, spend and buy; what they like and don't like. This important inside information on specific listening groups opens the door to a new and more intelligent interpretation of radio as a sales medium.

We want you to have the knowledge of 5 Audited Audiences, each a different group of purchasers; each the result of a penetrating accurate survey. Ask us for the facts that will help you to "TAKE THE GUESS OUT OF BUYING."

WOV'S Pantry Audit is now available for your study. It shows you currently where you and your competitors stand in the New York market...the largest retail buying market in the world.

Ralph N. Weil, General Manager • John E. Pearson Co., National Representative

★ WAKE UP NEW YORK
★ **1280 CLUB** *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *Larger than Pittsburgh.*

WOV
NEW YORK

MANAGEMENT

H. WILLIAM KOSTER, former manager of WAAB Worcester, Mass., has been appointed manager of WPJB (FM) Providence, new station under construction and owned by Providence Journal Co. Mr. Koster previously was program director of WPRO Providence for 11 years, and had been with KWK St. Louis prior to joining WAAB. WPJB will operate on 105.1 mc, channel 286, 20 kw.

NILES TRAMMELL, NBC president, has been named chairman of radio committee supporting American Brotherhood Week, sponsored by National Conference of Christians and Jews. **LEE H. BRISTOL**, Bristol-Myers vice president, was named chairman of advertising committee.

MORRIS NOVIK, radio consultant, is leaving for Chattanooga, Tenn., this week to assemble a prospective staff for Unity Broadcasting Corp. in Chattanooga.

DICK LEWIS, general manager of KTAR Phoenix, is the father of boy born Dec. 11.

ROBERT G. SOULE, vice president of WFBL Syracuse, has been appointed to Syracuse's Centennial Commission to arrange celebration for observance of city's 100th anniversary next year.

PAUL E. WAGNER, general manager of WCSI (FM) Columbus, Ind., was elected radio consultant for radio news courses during recent inspection of journalism and advertising courses held at Indiana U., Bloomington.

ARTHUR SIMON, executive vice president of WKBW Buffalo, has been named to committee to choose local 1947 Junior Chamber of Commerce Gold Key winner.

BRIAN SHELLON, manager of CJKL Kirkland Lake, Ont., has been elected president of Kirkland Lake Kiwanis Club.

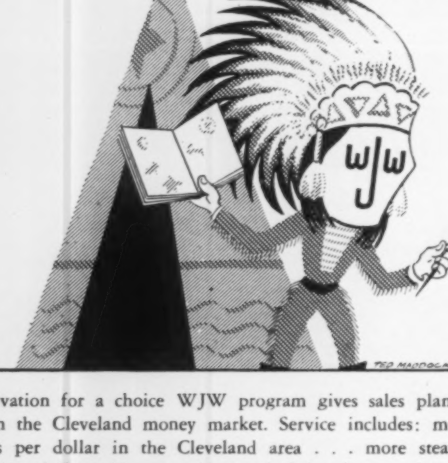
FRANK WEBB, syndicated cartoonist, is featured in new video packaged known as "How to Make Faces," currently being offered by Ross, Gardner & White Adv., Los Angeles.

RESERVATIONS FOR SALES PLANNERS with

CLEVELAND'S

Chief

STATION



A reservation for a choice WJW program gives sales planners a new lease on the Cleveland money market. Service includes: more daytime listeners per dollar in the Cleveland area . . . more steam for your advertising dollar with a consistent schedule of promotional announcements.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

MUTUAL affiliation for the new 5-kw WABB Mobile, Ala., was agreed upon at this conference of William J. Hearin Jr. (seated), general manager of WABB and WABB-FM, and (standing, l to r): Robert A. Schmid, MBS vice president for station relations; Charles Godwin, the network's manager of station relations; MBS President Edgar Kobak. Owned by the *Mobile Press Register* and operating fulltime on 1480 WABB is to start in early spring, with WABB-FM following shortly.

Women in Radio to Enter Grocery Group's Contest

WOMEN in 24 states, including women broadcasters, have indicated that they plan to enter material for three trophies to be offered by the Grocery Manufacturers of America Inc., New York, in its "Life Line of America" competition.

The grocery group, announcing that it believes in competitive industry as an essential factor in the American way of life, says it is sponsoring the competition as a means of creating increased public understanding of the intricate operations of this country's industrial system. It is offering one trophy to women broadcasters, another to women editors of farm publications and a third to women editors or writers of newspaper food pages or columns.

Any woman who plans or writes scripts for and presents regularly a program on any station in the U. S. is eligible to enter the radio section of the contest. Entries, which may represent one complete broadcast period, a series of broadcasts, or a portion of one or more broadcasts, must be submitted by March 15.

Governors' Chats

GOVERNORS of two states are starting fireside chats to keep posted on public affairs. Gov. J. Strong Thurmond, South Carolina, is doing a series from his home over six stations on the theory "radio is the best means of getting into the homes of South Carolina simultaneously." Gov. Frank Carlson, of Kansas, has arranged a program titled *From the Governors' Office*, Sundays, 4:30 p.m., on KFRM, new daytime rural 5 kw station on 550 kc in Concordia, Kan., which is affiliated with KMBC Kansas City.

Milestones

WDRC HARTFORD, Conn., CBS affiliate, is celebrating its 25th anniversary during December. Station was founded by Franklin M. Doolittle, president. . . . WKAQ San Juan, P. R., Dec. 3 marked its silver anniversary. Station is a subsidiary of International Telephone and Telegraph Corp. WKAQ presently is completing its $300,000 expansion plan which includes opening of a new radio theatre and studio building. New directional array is to be installed in early 1948.

Mr. Travers

The Yankee Network Institute, public service programming feature of the regional network, was one year old on Dec. 14. Founded by Linus Travers, Yankee executive vice president and general manager, the Institute in his words, brings "to the air stimulating and provocative programs in New England in the fields of art, science, law, medicine, social welfare, and education."

Dec. 8 was start of 20th year on NBC for *Voice of Firestone*, Mon. 8:30-9 p.m. Program is sponsored by Firestone Tire and Rubber Co. Special musical celebration was aired. . . . Altec Service Corp., New York subsidiary of Altec Lansing Corp., Dec. 4 tendered a reception at the Waldorf-Astoria on the occasion of its 10th anniversary. . . . The Radio Club of America on Dec. 5 held its 38th anniversary banquet at the Advertising Club of New York. Guest speaker was Maj. Gen. William T. Donovan, wartime director of OSS.

WAZL's 15th

Editorial in the Hazleton, Pa., *Standard-Sentinel* heralded 15th birthday of WAZL Hazleton on Dec. 1. Newspaper piece related historical events of station as well as details of birthday celebration. . . . Open house was held by WGAY Silver Spring, Md., Greater Washington outlet, on Dec. 7 in honor of its first anniversary. "Open House" broadcast was featured. . . . Dec. 2 was third birthday of WNHC New Haven, Conn. Special programs were aired throughout the day with full-hour anniversary feature broadcast that evening. Top talent and public figures in the state participated.

Jackson Lowe, conductor of the 1450 Club on WWDC Washington, and styled as the "Mayor of Connecticut Avenue," Dec. 5 marked his fifth year on the station. . . . Paul Shannon, announcer at KDKA Pittsburgh, has started his ninth year with the Westinghouse outlet.

✓ Quality

✓ Performance

✓ Economy

✓ Appearance

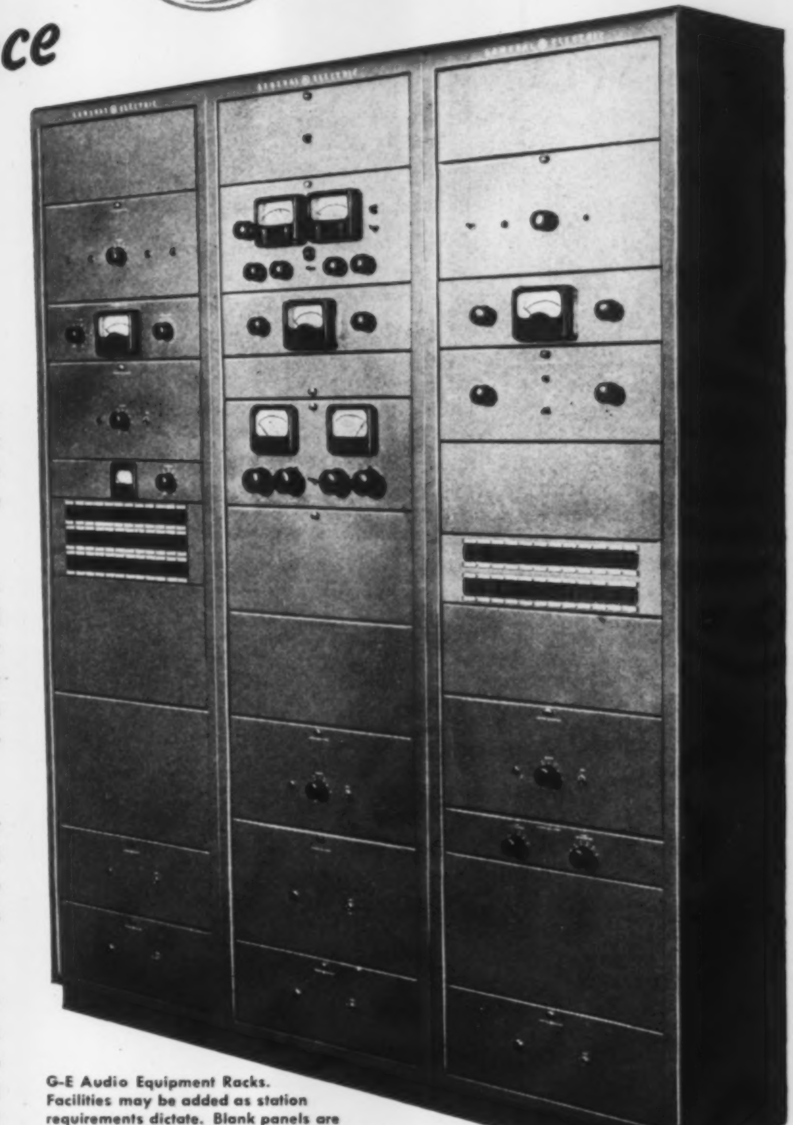
GET ALL 4 WITH G-E AUDIO EQUIPMENT

★ **Quick, Easy Maintenance.** All components instantly at hand without removal of any chassis. Hinged front panels open to permit access to installation. Panels are supported by concealed mounting screws—no troublesome trim strips to remove in a time-wasting operation.

★ **Long Life at Peak Performance.** Good ventilation is assured by special arrangement of chassis and vertical mounting of all units. No overheating—longer equipment life. New G-E circuits are designed to provide extended frequency response, lower noise and distortion levels. General Electric audio equipment meets every requirement in AM, FM, and TV service.

★ **Low Installation Cost.** With G-E equipment, your installation costs are held to a minimum. If desired, all wiring is completely enclosed in vertical ducts. It's easy to remove units and change positions because wiring ducts have snap-on covers—no cables to unlace.

★ **Neat Appearance.** Audio equipment is permanently mounted in handsome, blue-gray steel racks. The smooth finish of these cabinets is easily and quickly cleaned. No cracks or wrinkles to collect dust and dirt. Your Control Room becomes a showplace to impress your sponsors and please your listeners.



G-E Audio Equipment Racks. Facilities may be added as station requirements dictate. Blank panels are available for filling up unused cabinet space.

• •

Your G-E broadcast equipment representative is nearby, ready to serve you fast. Call him, or write: *General Electric Company, Transmitter Division, Electronics Park, Syracuse, N. Y.*

WHY GENERAL ELECTRIC? Long a leader in AM, FM, and TV, General Electric continues to manufacture audio equipment with the same care that has made its transmitters renowned the world over. Behind every piece of radio equipment bearing the G-E monogram are the multiple research and engineering facilities of Electronics Park. Here, at the greatest electronics center in the world, science joins with industry in building for you reliable, up-to-date radio equipment for every broadcast need.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

160-F11-8914

folks in Chicago don't listen to WFLA

but...

EVERYONE listens to WFLA in the heart of Florida's richest, most heavily populated trade area—the busy, growing Tampa - St. Petersburg market.

Month after month—morning, afternoon and night—WFLA leads in listeners in this stable market that benefits by the healthy payrolls of diversified industry, agriculture and commerce all year 'round!

WFLA
5000 WATTS DAY AND NIGHT
NBC AFFILIATE
The Tampa Tribune Station
TAMPA
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville Fla

AGENCIES

ARTHUR SINSHEIMER, founder of Radio Executives Club of New York and veteran in radio field, last week announced he will leave Peck Adv., New York, where he is director of radio and television, effective Jan. 1.

JAMES R. ROBERTS, formerly with New York office of Booth, Vickery & Schwinn Adv., is a new account executive at Charles W. Hoyt Co., New York.

FRED W. SWANSON, formerly with Grant Adv., Chicago, has joined Goodkind, Joice & Morgan Inc., Chicago, as vice president. Mr. Swanson has been active in advertising and marketing for many years.

Mr. Swanson

HUGH M. HARLOW, formerly in Naval Air Corps and before that with various eastern advertising agencies, has joined creative staff of Buchanan & Co., Beverly Hills, Calif., as copywriter.

DAN B. MINER Co., Los Angeles agency, has moved to new offices at 756 S. Spring St. Telephone: Trinity 9711. **PAUL FORREST**, former sales promotion and publicity director of KGFJ Hollywood, has been appointed agency radio director.

WALLY McLAIN, former CBS Hollywood newswriter, has joined Pat Patrick Co., Glendale, Calif., as account executive and copywriter.

FRANK RYHLICK, account executive of Ross, Gardner & White, Los Angeles, has been named head of agency's television department in addition to present duties. **EDWARD A. ALTSHULER**, publicity and radio director, has been named assistant television director.

STEWART BARBOUR, who was with BBDO, New York, for six years and previously was with Young & Rubicam, New York, for two years, has joined copy department of Kenyon & Eckhardt, that city.

WILLIAMS Adv., New York, has opened Los Angeles offices at 1140 Wilshire Blvd. with **MARTIN J. NEWMAN** as vice president in charge. Telephone: Madison 6-1244. Mr. Newman was formerly account executive of The Mayers Co. and Hillman-Shane Adv., both of Los Angeles.

J. WALTER THOMPSON Co., New York, announced last week that it has resigned as agency to Lincoln-Mercury Div. of Ford Motor Co. and Lincoln-Mercury Dealer Adv. Committees effective Dec. 31. Agency will, however, continue to handle advertising for Ford Motor Co. on Ford cars and trucks, parts, service and miscellaneous products as well as advertising for 33 Ford Dealer Adv. Committees.

JOHN SHELDON, who has been with Geyer, Newell & Ganger, New York, since April 1944, has been appointed an assistant group director of accounts at the agency. He will assist **ROBERT M. GANGER**, partner and vice president, in handling of group of agency's accounts. **KIRBY CULVER** and **CALHOUN STERLING**, who have been identified with agency's training program, have been named respectively, assistant account executive and member of production department.

CHARLES T. AYERS, vice president and business manager of Ruthrauff & Ryan, New York, has resigned. He was with the agency for past 13 years. **TOM SLATER**, who joined the company last year as account executive, will take over Mr. Ayers' duties.

CREATIVE MANAGEMENT SERVICES Inc., new advertising and public relations agency, has been established in New York, with headquarters at 509 Fifth Ave. **CHARLES D. MACK**, vice president, is in charge of client advertising and public relations.

FRED KLEIN, account executive for Dancer-Fitzgerald-Sample, Chicago, has been named to succeed **CHARLES FITZMAURICE** on three General Mills accounts for that agency. Mr. Fitzmaurice resigned to join Sherman & Marquette, Chicago, as account executive. **ROBERT McDONALD**, former program director of Millers National Federation, has joined D-F-S as account executive, servicing Procter & Gamble accounts.

LEO KENNEDY, copy director of Needham, Louis & Brorby, Chicago, and **JOHN KIES**, art director of that agency, have been appointed vice presidents of the firm.

HOLMAN FAUST, vice president and radio director of Mitchell-Faust Adv., Chicago, has been elected member of Society of American Magicians, Chicago branch.

JAMES W. BRIDGE, formerly with Dancer-Fitzgerald-Sample, and BBDO, has joined LeVally Inc., Chicago, as service manager.

MACK-WHARTON Adv., Los Angeles, has moved to new offices at 1007 South Grand Ave., that city.

W. E. CONKRIGHT, formerly with International Harvester Co., Milwaukee, has joined Russell P. Ostrander Adv., Los Angeles, as account executive and supervisor of industrial advertising department.

SIEBRAND H. NIEWENHOUS Jr., formerly with Picard Adv., New York., for a year and a half, has joined Jones & Brakeley Inc., New York, as account executive and member of copy and plans board.

SALLY MARTIN has been transferred from Los Angeles office of Abbott Kimball Co. to its New York publicity department.

DON C. SILVERSHIELD, formerly with Pacific Coast office of Foote, Cone & Belding, has joined Wildrick & Miller, Inc., New York, as copywriter.

WM. B. REMINGTON Inc., Springfield, Mass., has been purchased from estate of the late Wm. B. Remington, who died Dec. 6 [BROADCASTING, Dec. 15], by three of his associates. New board consists of **STURE H. NELSON**, president; **HERBERT F. KING**, executive vice president; **ELSIE R. STROUT**, treasurer. Mr. Nelson joined the agency in 1928 and was elected vice president in 1938. Mr. King joined Remington in 1930 and also was elected a vice president in 1938. Miss Strout has been with the agency since it was founded, serving as assistant treasurer, office manager and production manager. She will continue to handle finances. Agency will continue under present name.

Mr. Nelson

ERIC HALL has joined production department of Brooke, Smith, French & Dorrance, Detroit and New York.

J. SPENCER McCOURTNEY Jr., formerly in advertising department of Columbia Brewing Co., St. Louis, has joined Roy A. Shannon Adv., St. Louis, in new business contacts and accounts departments.

HONIG-COOPER Co., San Francisco, effective Jan. 1, takes over the Leon Livingston Adv., San Francisco. Livingston Agency was formed in 1921 by the late Leon Livingston. Headquarters are in San Francisco and branch offices in Seattle, Los Angeles and New York. Honig-Cooper will expand its San Francisco offices to entire floor of 333 Montgomery St. to accommodate added personnel.

EZRA GERBERG, who has been with Seidel Adv., New York, since last June, has been promoted from media department to a general account executive.

EDWARD GREY, formerly with Newell-Emmett Co. and prior to that with Sherman K. Ellis, New York, has joined Biow Co., New York, as space buyer in media department.

M. BERNICE WHEELER, formerly with Crowell-Collier Publishing Co. and prior to that with U. S. Dept. of Agriculture, has joined Young & Rubicam public relations staff in New York.

EUGENE CONNETT, formerly with Young & Rubicam, New York, has joined McCann-Erickson, New York, as assistant account executive.

JERROLD L. KINGSLEY has resigned from Schwab and Beatty, New York, to join copy department of McCann-Erickson, New York. He will work primarily on Standard Oil Co. of New Jersey account.

CONNIE MARTIN, of Earle Ferris Co., New York, is leaving this week for Kansas City, Mo., to wed Patrick J. Ryan, former New York public relations man, now a Kansas City industrialist.

ABBOTT KIMBALL, president of Abbott Kimball Co., New York, has been appointed chairman of advertising division 1948 March of Dimes campaign for National Foundation for Infantile Paralysis.

MADISON Adv. Co., Los Angeles, has moved to 109 N. LaCienega Blvd., Beverly Hills.

Doubting Indian

WHEN in doubt, don't say it, is ancient advice. Well, Paul Hughes, KTAR Phoenix announcer, has no doubts about his Indian heritage. And he made it clear during a "man on the street" broadcast. But one doubting listener appeared at the KTAR studio. It turned out that he was an Indian coming to check on Mr. Hughes, who claimed part descendance. All is well on the reservation though, for the announcer convinced his visitor.

Fairbanks Inc.

SEPARATE corporate papers have been filed in name of Jerry Fairbanks Inc., Hollywood, to cover film firm's production of commercial, industrial and video pictures. Capitalized at $100,000, new organization will be sister firm to Scientific Films which releases short film subjects through Paramount Pictures Corp. Directors of new corporate organization are Jerry Fairbanks, Dolores Fairbanks, his wife, and J. Stuart Neary, counsel.

TV Test Pattern

RESPONDING to the plea of television service men who are working overtime to get new video sets installed in time for Christmas, WCBS-TV New York has increased its daily test pattern time from three to six hours a day. The test pattern, formerly aired 2-5 p.m. each weekday, now is on 11 a.m.-5 p.m.

RCA Promotion

RCA VICTOR has announced a concentrated product identification and point-of-sale display promotion program with release of 11 new radio and television receiver displays, identification signs, and plaques. Long-range program is described as most intensive of product identification in company's history.

THE *Chicago Story*

BY WGN

WGN's story of Chicago radio activity is an inspiring one . . . it is a story of service and leadership in the nation's second market.

WGN believes radio advertisers are entitled to know what they are getting for their money . . . we spend *more*, in an effort to help advertisers and agencies choose times and programs which can do the best possible job, on radio research material than any other Chicago station. In subscribing to all Hooper reports of both Chicago and Milwaukee, as well as the Chicago area Nielsen Radio Index, and the Broadcast Measurement Bureau, we offer the continuing guidance of radio research throughout the year to our clients.

And in addition to top research facilities we have the best coverage story in Chicago. WGN, according to BMB, covers 829 counties in 26 states at nite . . . 433 counties in 13 states during the day . . . but the important part of this story is that of *all* counties exceeding 50% coverage, WGN has *31% more* during the day, *13% more* at nite, than any other Chicago station.

These factors combine to make the Chicago and Midwest story more effective when told over Chicago's outstanding radio station—WGN.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

PLUG-IN AMPLIFIERS BY Langevin

These Langevin PLUG-IN units are all the amplifiers you need for complete studio audio facilities!

A pre-amplifier or booster, Type 116-A with PLUS 18 DBM power output—less than .5% total RMS harmonic distortion from 50 to 15,000 cycles—frequency response ±1 db from 30 to 15,000 cycles.

A Program, monitor or booster amplifier, Type 117-A, with PLUS 30 DBM power output—less than .5% total distortion from 50 to 15,000 cycles (For monitor purposes at +39 DBM power output—less than 1% distortion from 50 to 10,000 cycles)—Frequency response ±1 db from 30 to 15,000 cycles.

Write today for our new booklet "PLUG-IN Amplifiers by Langevin"

The Langevin Company
INCORPORATED
NEW YORK 41 W 65 St. 23 • SAN FRANCISCO 1050 Howard St. 3 • LOS ANGELES 1000 N Seward St. 38

TYPE 116-A
TYPE 117-A
Worthy of an Engineer's Careful Consideration

PROGRAMS

INDUSTRIAL and civic relations have been greatly improved in Portsmouth through latest action of Portsmouth Steel Corp. and WPAY Portsmouth. The steel company has purchased time on WPAY to further community projects. Part of its time purchase, "The Sports Review," leads each night's broadcast, heard Mon.-Sat. at 6:30. Format has been so designed that last five minutes of show, or additional 15 minutes, is made available for community events such as choirs, bands, speakers, etc. Program has been extended to full half-hour for period from Dec. 10 to Dec. 24, with last 15 minutes used to broadcast Christmas carols by local vocal groups in cooperation with Junior Chamber of Commerce's Christmas project.

WSM Rededication

MUSICAL DOCUMENTARY hour-long program will be presented on WSM Nashville, Jan. 5 as first in series of 13 programs on what freedom means and importance of keeping America strong. More than 200 entertainers, producers and technical people will participate in the show which will salute the Freedom Train. WSM has designated 1948 as year of rededication according to principals set forth by Advertising Council. Still in formative stage are station's plans for additional programs, series of spot announcements and special broadcasts involving national and state officials and civic leaders. Promotion for opening show includes special broadcast premier in New York to which newspaper and magazine radio editors are invited. Closed circuit line pickup which WSM will pipe to New York will bring opening show to gathering of editors.

News Oddities

ODDITIES in the news are highlights of recently-added newscast on WCSI (FM) Columbus, Ind. Aired Sunday at 9 p.m., program uses only news with strange and fascinating twist. Harold M. Arthurs, WCSI news editor, handles show, and invites listeners to send in any odd happenings that occur in southern Indiana to be utilized on show. Hitchcock Truck and Auto Sales, local Packard distributor, sponsors the newscast. WCSI also has brightened its entire schedule with special transcribed station breaks. Station has arranged to have top-name bands record breaks identifying WCSI. Sample break is: "This is Count Basie, reminding you that you are tuned to Indiana's most powerful FM station, WCSI in Columbus."

Video Jewelry Show

MILLION DOLLARS in jewelry was telecast Dec. 8 over WPTZ Philadelphia, Philco television station, in program designed to aid cusomers in evaluating purchases of diamonds, etc. Sponsored by Philadelphia Electric Co., telecast featured expert from Barr's Jewelers of Philadelphia, who showed video audience how to evaluate diamonds and how purchaser can be sure of getting his money's worth. Included in vast display used for demonstration were replicas of Royal British Crown jewelry.

WOSU Gift

GIVING UP their Christmas holiday is Yuletide gift of two employes of WOSU Columbus, Ohio State U. station, to listeners in the area. Normally WOSU would be silent on Christmas Day, but Charles Boehnker and Willard Summers have chosen to continue tradition begun last year of offering nine uninterrupted hours of recorded classical and semi-classical music to WOSU listeners on Christmas Day. Day-long concert will feature music for entire family with special children's portion presented between 9 and 10 p.m. Station is providing program schedule for the day to listeners on request so they can tune in at time their particular favorites are being played.

Classroom of the Air

WORK of teachers and students in Bloomsburg, Pa. schools is reviewed for parents and those interested in type of local education through series of weekly programs titled "Your Public School of the Air," heard on WCNR Bloomsburg. Each week an entire class and its instructor transfer their activities from schoolroom to studio of WCNR, where class is held as usual except for addition of radio mikes. Reading class of first grade children is held as though in its own classroom, with each child raising his hand to recite and giving answers into mikes. Different classes prepare their own programs, with special attention given to holiday broadcasts. Program is designed not only to give taxpayers insight into school system, but also to aid development of students by giving each a chance to participate over the air.

R·A·Y
WRESTLING

GIVING ALL to one's work can be carried too far, says Announcer Ted Anthony of WBAY Coral Gables. Mr. Anthony is the man being "worked on" as he attempts to interview two professional pugilists. WBAY recently broadcast the wrestling match between the ex-world heavyweight boxing champion, Primo Carnera (1), and ex-world heavyweight wrestling champion, Strangler Lewis (center), and afterward invited the two fighters to the studio for an interview. Sports Announcer Merle Roberts (holding mike) refereed during "informal broadcast."

Children Talk to Santa Claus

SANTA CLAUS was in "direct" communication with children of Aberdeen, S. D. on special two-way broadcast sponsored by local Gamble Store and KABR. Boys and girls spoke into KABR microphone at the store, while Santa listened in at the "North Pole" (KABR studios.) Controls were then switched and Santa spoke to the boys and girls. Another Santa broadcast featured Santa himself making a personal appearance at the store. Entire KABR staff took part in the broadcast and E. C. Pieplow, program director, donned the red suit. Officials report huge crowds packed the store for both broadcasts.

Video Auction

VIDEO AUCTION took place over WABD New York, recently, with both home and studio audiences participating in the bidding. Local manufacturers donated merchandise that was auctioned off to the highest bidders. Proceeds of the show went to the Institute of Rehabilitation of the NYU Medical Center.

Views from the Zoo

ANIMALS and birds are subject of series of television programs from Washington Zoo every Friday at 3:30 p.m. on WNBW Washington. Dr. William Mann, director of the Parks, introduces outstanding animal attractions to the video audience. Feeding time shifts for the day so that the birds will be active while in front of the audience. Cameras are placed inside cages early so animals will become used to the strange equipment. This is regular feature of the "RCA Victor Varieties" series and replaces local high school football games.

'Pages of History'

SERIES of educational programs based on lives of famous Americans are heard over KEX Portland, Ore. In conjunction with Portland Public Schools, programs parallel current curriculum being taught in grammar and high school American history classes. Scripts are prepared to tie in with subject matter under discussion in the classes. Titled "Pages of History," first program was based on life of Andrew Jackson.

TOWARD MORE HOUSES

WMCA Attempts to Get Action With New Series

WMCA New York, in a bold bid for civic betterment, has scheduled a series of nightly broadcasts spotlighting New York's critical housing shortage. The series will begin Jan. 5 and continue until it gets results, Nathan Straus, the station's president, announced last week.

Aimed at inducing New York's Mayor William O'Dwyer to call an open hearing on housing, the series will advocate the building of self-supporting public housing, Mr. Straus said. Broadcasts will be heard Monday through Friday, 10:03-10:30 p.m.

All the techniques of radio will be employed, including documentary treatment and spot announcements, Mr. Straus said, in an effort "to induce the city government to substitute deeds for promises, action for talk" to meet New York's housing emergency.

Mr. Straus himself is a housing expert of international reputation, having served as first administrator of the U. S. Housing Authority and as a member of the New York Housing Authority. The impending WMCA series has been in preparation under his direction for the last six months, he said. Describing its scope, Mr. Straus declared . . . "There have been many good radio programs on the subject of housing, but all of them have been devoted to investigation and discussion. Our programs are designed to begin where others have left off . . . The WMCA series will be devoted to a dramatic presentation of a demand for action . . ."

Progress at WWNY (FM)

WWNY (FM) Watertown, N. Y. has completed transmitter tests, has studio construction nearly finished, and is expected to make its program tests in the near future. The station is licensed to Watertown *Daily Times*, and will begin operations around the first of the year on channel 265, with 8.8 kw effective radiated power. Because of heavy snowfall in the area, equipment has been moved with the aid of a toboggan and hauled to the transmitter site.

KDFC Construction

SUNDIAL Broadcasting Corp. has begun construction of transmitter building and tower which will radiate the 30-kw signal of FM station KDFC San Francisco. Besides main studios in the city, KDFC will have supplementary studios at the transmitter, located atop Mt. Beacon 1,200 feet above the town of Sausalito. New station, scheduled to take the air in approximately five months, will operate on Channel 271 (102.1 mc.).

CFRB Toronto is soon to erect a new 1-kw FM transmitter and tower at location of main studios in business section of Toronto.

TECHNICAL

LeROY FIELDLER, transmitter supervisor at WKBW Buffalo, has been named technical director of that station. Mr. Fiedler's radio technical experience covers period of more than 20 years. He started as radio operator at WMAK Buffalo in 1926, going to WKBW in 1930.

DICK REBER, veteran of Merchant Marine, has joined control room staff of WHAM Rochester, N. Y.

DICK HAAG has joined technical staff of KHUB Watsonville, Calif. He replaced **CHARLES DOWLER**.

EUGENE MEEHAN, technician at WRFD Worthington, Ohio, is the father of a girl, Kathleen.

HARL A. HOCKEBORN Jr., staff engineer of WFBL Syracuse, N. Y., and Annette Chaffee have announced their marriage.

New GE Video Receiver Projects 18 x 24" Image

LARGE-SCREEN television receivers (model 901) now being produced by General Electric should begin to reach dealers within the next few weeks, according to I. J. Kaar, manager of GE's Receiver Division at Electronics Park, Syracuse, N. Y.

Using a five-inch cathode ray tube, the new model projects an image 18 x 24 inches. Image is reflected by means of the Schmidt optical system on the reverse side of a translucent plastic screen. In addition to television, the receiver includes AM, FM and shortwave radio and an automatic phonograph. List price is $2,250, plus installation charges, Mr. Kaar said.

A built-in Beam-a-scope is provided for AM and shortwave reception. For television and FM reception a dipole antenna is used.

CHEER FOR CHILDREN

4 Stations at Charleston Unite In Gift Collection Drive

FOUR-HOUR SHOW to be aired tonight (Monday) from 8 p.m. to midnight over four Charleston, W. Va., stations—WGKV WKNA WTIP WCAW—will mark the climax of a "Hospital Christmas Cheer" fund campaign which the stations have been conducting in cooperation with Charleston's *Daily Mail*, evening newspaper.

Goal was to collect funds to buy gifts of toys, fruit and candy to be distributed among children in hospitals on Christmas Day.

The four-hour show is being supervised by program directors of the four stations, and all of the stations, as well as the newspaper, have been giving wide publicity to the project. On program committee for the show are: Jack Gelder, WKNA; Mrs. Sidney Davis, WGKV; Joe Hergert, WCAW; Dick Glaser, WTIP, and Sol H. Padlibsky, *Daily Mail*. John S. Phillips, WGKV, is general chairman.

ZENITH RADIO Corp., Chicago, has announced a new table model radio-phonograph combination containing Cobra Tone Arm. New model, named "The Century," contains new "dial speaker" and "glide-away' cabinet top.

SOLD OUT!

A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

WHOO Radio Station Representatives
GEORGE P. HOLLINGSBERY CO.
307 North Michigan Avenue
Phone State 2898
Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES ATLANTA NEW YORK

AM·WHOO·FM

10,000 WATTS • ABC
Owned and operated by SENTINEL-STAR newspapers
ORLANDO, FLORIDA

PRODUCTION

KENNETH JOSEPH, staff announcer and studio manager at WNYC New York since 1946, has been named director of program operations for that station. Mr. Joseph previously was with WOLF Syracuse, WPAT Paterson, N. J., WLIB and WEVD, both New York.

GORDON SHAW, announcer-producer at WMAL Washington, has resigned from that station to join WBUZ Bradbury Heights, Md., as program director. WBUZ, new FM station, is under construction and expects to be on the air soon.

BOB HALL, formerly of WXYZ Detroit, has joined announcing staff of WSTC and WSTC-FM Stamford, Conn.

STU STRAND, formerly with WJR Detroit and WHK Cleveland, has joined announcing staff of WJBK Detroit.

MARSHALL KENT, Chicago freelance announcer and radio actor, has joined announcing staff of WGN Chicago.

LARRY VerDOUW, new to radio, has joined announcing staff of KABR Aberdeen, S. D.

HELEN WALD has replaced **ANDRE PAUL** as script writer of ABC western regional "What's Doin' Ladies."

ROBERT WALDROP has signed 52-week contract through McCann-Erickson, New York, to continue for second year as narrator of "The Ohio Story," Ohio Bell Telephone Co.'s program heard three times weekly over a network of Ohio stations.

ROBERT ALLISON and **DR. GEORGE CROTHERS,** both in CBS education department, beginning first week in January will switch producing jobs. Mr. Allison will become producer of "Opinion Please," Friday afternoon series of the CBS "School of the Air," and Dr. Crothers, current "Opinion Please" producer, will take over producing assignment on "Invitation To Learning," heard Sun. 12 to 12:30 p.m.

DICK COLLIER, formerly with NBC New York, and **BILL HANRAHAN,** formerly with KGHF Pueblo, Col., have joined announcing staff of WHAM Rochester, N. Y.

JON FARMER, m.c. of early morning show, "The Early Worm" on WAGA Atlanta, Ga., has been appointed a special deputy sheriff by Fulton County's Sheriff A. B. Foster. Honor was given Mr. Farmer for his drive against reckless driving.

RODERICK CALDWELL, former announcer at WSTV Steubenville, Ohio, has been named radio chairman of Steubenville Little Theatre Group, which produces half-hour dramatic show weekly on WSTV and WSTV-FM.

EDDIE CHASE, record m.c. on CKLW Windsor, Ont., will move to Los Angeles shortly after first of year to start daily two-hour record program on KFVD Los Angeles, effective Feb. 1. He will continue to do his program on CKLW by transcription.

LOUIS W. KENDRICK, disc m.c. at WJLD Bessemer, Ala., has been chosen to reign as "King Noel" during annual Christmas Carnival, sponsored by Bessemer Junior Chamber of Commerce.

PAUL EDUARD MILLER, former jazz editor of Esquire magazine and editor of that magazine's Yearbook of Jazz, has joined WSBC Chicago, as jazz consultant.

HARRY HARBER, formerly with WFAA Dallas and KNOW Austin, Tex., has joined announcing staff of WKY Oklahoma City, replacing **NORMAN STURGES,** who has joined announcing staff of KMBC Kansas City.

TONY STEPHEN, former announcer and newscaster with KSEL Lubbock and KPET Lamesa, Tex., has joined KVAI Amarillo, Tex., as chief announcer and newscaster.

LES EUGENE, program director of KTFS Texarkana, Tex., has been elected secretary of Texarkana Civitan Club.

FRED KNIGHT, announcer at WIBG Philadelphia, is the father of a girl, Nora Christine DeSloovier, born Dec. 11.

RON HARMON, formerly with AFRS, Tokyo, has joined announcing staff of CJBQ Belleville, Ont.

JIM O'LEARY, formerly of KOAT Albuquerque, and **DALE DWELLY,** formerly of KSFO San Francisco, have joined announcing staff of KHUB Watsonville, Calif. **DON DeWALD,** traffic manager, has been promoted to station program director.

ELLIOT DANIEL has been named musical director of CBS "Danny Thomas Show" (Sanka), which starts Jan. 2.

EARL NIGHTINGALE, announcer-writer of KTAR Phoenix, is the father of girl born Dec. 11.

ILENE WOODS, vocalist, has been signed for NBC "Sealtest Village Store."

LUM 'N' ABNER (Chet Lauck and Norris Goff, respectively) start road tour in support of March of Dimes, with first program from Kansas City, Mo., Jan. 15. Other cities on tour are St. Louis, Indianapolis, Louisville, Atlanta.

GRANT PAGE, announcer-m.c. on WTOP Washington under name of **BILL JENKINS,** has been named director of Housewives' Protective League programs on that station starting Dec. 29. Before taking over new assignment, Mr. Page is spending two weeks in New York office working with **GALEN DRAKE.**

CATHY LEWIS, co-star of CBS "My Friend Irma," has signed to play opposite Joseph Cotten in series of transcribed dramatic programs being produced under aegis of Mr. Cotten.

DWIGHT HAUSER, ABC Hollywood producer-writer, is the father of a boy born Dec. 12.

ROSEMARY DeCAMP, who plays Nurse Judy Price on CBS "Dr. Christian" series, is the mother of a girl, Valerie Dorothy, born Dec. 14.

NOTICE OF TENDER

For Sale of Commercial Radio Broadcasting Stations

CKY, Winnipeg Manitoba

CKX, Brandon Manitoba

In view of the decision of the Federal Government against the holding of commercial broadcasting licenses by agencies of provincial governments, the Government of Manitoba will consider offers for the purchase of commercial radio broadcasting stations CKY, Winnipeg and CKX, Brandon, Manitoba.

Offers will be considered separately for each station together with its full present broadcasting equipment including studio equipment.

Full information in each case should accompany any offer for either station, showing amongst other things on whose behalf the offer is made, and who it is proposed will own and operate the station.

The following are the particulars of each of the said stations:

STATION CKY, WINNIPEG

Station CKY is at present operating on a frequency of 990 kilocycles with power of 15 k.w. Notice has been received from the Department of Transport that this frequency is to be changed as soon as the new proposed 50 k.w. Canadian Broadcasting Corporation transmitter becomes ready for operation in Manitoba. To replace CKY's present frequency of 990 kilocycles, a frequency of 1080 kilocycles has been assigned, and will be available to the purchaser who will have to comply with the requirements in this regard, of The Department of Transport of the Government of Canada, Ottawa.

Station CKY is at present affiliated with the Trans Canada Network of the Canadian Broadcasting Corporation. This Corporation has announced its intention of maintaining a new 50 k.w. station in the Winnipeg area on a frequency of 990 kilocycles as the outlet for the Trans Canada Network as soon as such station is ready for operation.

STATION CKX, BRANDON

Station CKX is operating on a frequency of 1150 kilocycles with a power of 1000 watts and is affiliated with the Dominion Network of the Canadian Broadcasting Corporation. There has been no intimation of any change in the frequency used by this station or in its network affiliation.

The sale of each station and the transfer of its license is subject to the usual approval of federal authorities under regulations made under The Radio Act, 1938. Possession of each station can be arranged immediately on completion of sale. Any offers which are made must apply separately to the said two stations. Only separate sealed offers received by The Honorable William Morton, Minister of Telephones, Legislative Building, Winnipeg, Manitoba on or before January 20th, 1948 will be considered and such offers must be marked, "TENDER — RADIO". In connection with each station, studio and office space if required by the purchaser, will be made available in the present location by the vendor for a rental to be negotiated.

Station CKY will be offered for sale subject to a reserve bid.

Station CKX will be offered for sale without a reserve bid.

Inspection of the facilities of each station and of the financial statements and related detail for each station may be arranged and further information obtained through The Commissioner of Telephones, Telephone Building, Winnipeg, Manitoba.

The lowest or any offer not necessarily accepted.

Winnipeg,

December 11, 1947.

William Morton,
Minister of Telephones.

Respects

(*Continued from page 44*)

reports on *Newspaper of the Air*, and the move met with excellent response. The touches of humorous news gave listeners an escape from war reports that were endlessly repeated.

A program similar to *Newspaper of the Air* was created by Art Kirkham in October 1932. It was a show built around good cheer, human interest stories, travel, verse, philosophy and good music. The program developed to a point where more than 75% of the material used on the air was contributed by listeners. Their own philosophy, unusual experiences, travels, verse and stories crowded the daily mailbag.

Strictly informal, the program was regarded by thousands as a friendly visit each morning, and as a real inspiration for the beginning of the day.

1935 Advancement

Mr. Kirkham stepped into the job as public relations director for KOIN in September 1935. His gift of genially meeting people made a special niche in peoples' hearts for him wherever he traveled. In the early days, when radio was in the throes of growing pains, he roamed throughout Oregon and Washington spreading the message of what radio had to offer. He addressed civic, business and wide range of community groups, telling them of radio's powerful potentialities as a public service medium. Since January 1934, he has made 624 major addresses.

The preservation of Oregon's forest treasures and scenic beauties has for years been his compelling interest. As a result, he is recognized as one of the state's foremost authorities on its scenic wonderland. When questioned about the state's annual rainfall, Mr. Kirkman booms, "Well, that's what makes Oregon green!" In connection with his efforts for scenic preservation, this year he was appointed chairman of the recreational resources committee and a member of the tourist and convention committee of the Portland Chamber of Commerce. He has served on both groups for the past eight years.

Sportscasting has been another activity that has come into his wide scope of experiences during his quarter century in the radio industry. His vivid and colorful description of football, boxing, wrestling and ice hockey between 1929 and 1941 made his name a by-word on the Pacific Coast for excellent sportscasting.

Three Sons

He is married to the former Lorena E. Marr, and the two of them are quite apt to brag about their three boys, Art Jr., 24, George, 22, and Roy, 17. The two older boys saw a good deal of service in the recent war, following in the footsteps of their dad, a veteran of World War I. Art Jr. was in the Seabees for three years, and George was in the Army three and a half years, serving with Patton's army in Europe.

Mr. Kirkham is past president of Portland Kiwanis Club; president of Save the Myrtlewoods Inc., a conservation movement, and president of Old Oregon Trail Inc. He is a member of the Portland Chamber of Commerce and numerous similar organizations. But his main time is spent spreading the gospel of the "Oregon Wonderland."

10,000-Voice Choir

A CHOIR of 10,00 voices is being sought for a Christmas program to be carried over WFIL and WFIL-TV, the *Philadelphia Inquirer* stations, under joint sponsorship of the newspaper and the City Bureau of Recreation. Purpose of the choir is to help Philadelphians share the Christmas spirt by singing carols on Reyburn Plaza, public square across from the Quaker City's city hall. The concert will be known as *Christmas Carol Jubilee*. Rehearsals are being held in five of the city's recreation centers.

New Time
Thurs. 7:30 P.M. EST

ELLERY QUEEN

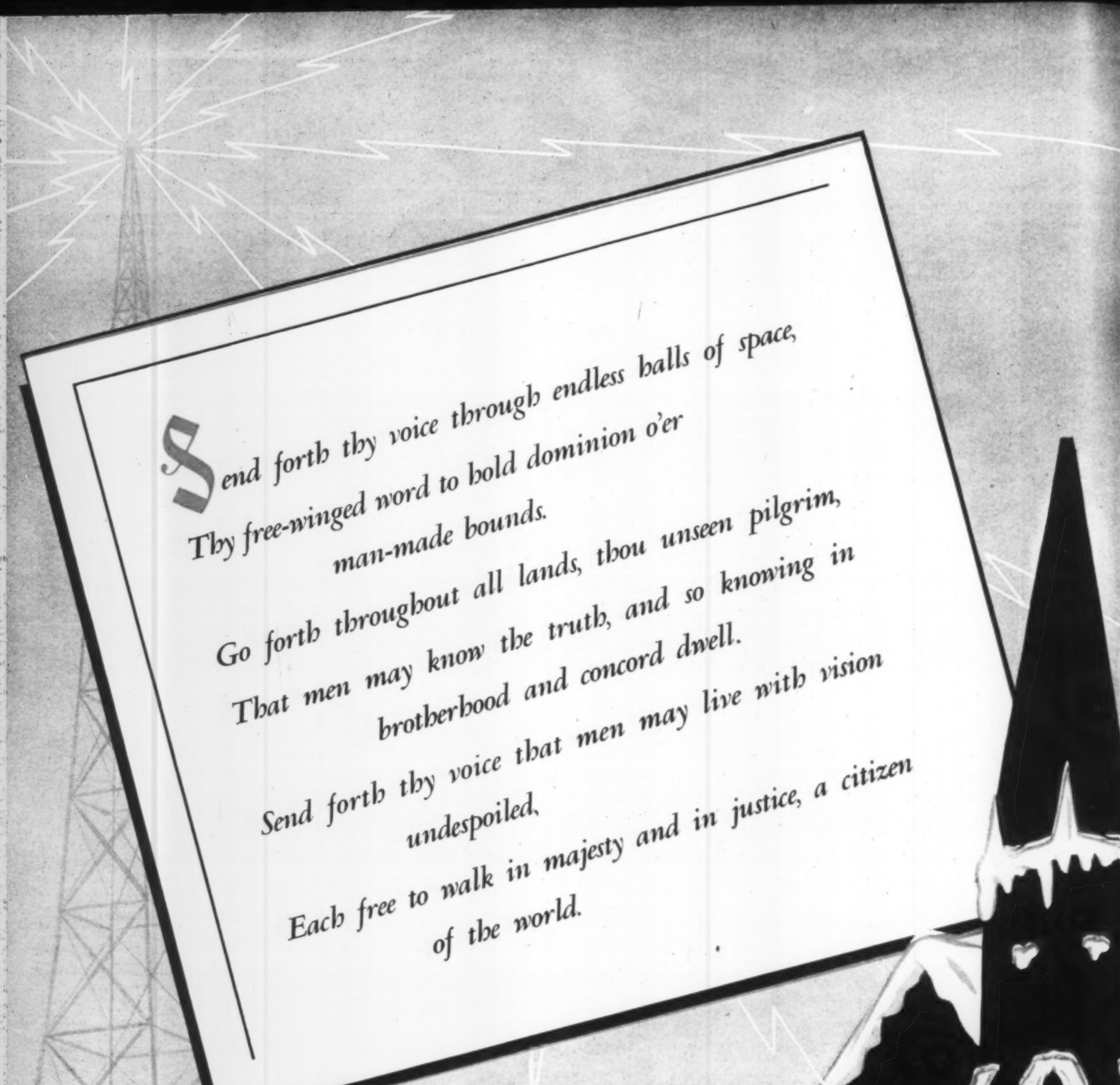
AVAILABLE on ABC

only $4,000

For six years Ellery Queen has averaged a 10.1 Hooper!

Attention, advertisers! *Here's the best buy in radio today!* Ellery Queen has a large, loyal audience—ready and waiting for you! (Did you know that Ellery Queen's stories are the No. 2 best-sellers among all American mysteries?) Regardless of sponsor, time or network, the program has consistently rated among the top detective shows on the air since 1942. The price is low—the time is good—the return is assured. What more could a sponsor ask?

ABC PROGRAM DEPT. • CIrcle 7-5700
30 Rockefeller Plaza New York, N. Y.


Season's Greetings
BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Send forth thy voice through endless halls of space,
Thy free-winged word to hold dominion o'er
man-made bounds.

Go forth throughout all lands, thou unseen pilgrim,
That men may know the truth, and so knowing in
brotherhood and concord dwell.

Send forth thy voice that men may live with vision
undespoiled,
Each free to walk in majesty and in justice, a citizen
of the world.

RICHARD C. KOSTER, publicity director of WFIL Philadelphia, has been transferred to staff of facsimile edition of Philadelphia Inquirer, which is scheduled to start regular service over WFIL-FM in near future. **GEORGE A. KOEHLER**, of WFIL promotion staff, has replaced Mr. Koster as publicity director. **PAUL M. FRAILEY**, production manager, has joined promotion department to handle special program exploitations.

PATRICIA KEOUGH has joined WHAM Rochester, N. Y., as assistant to **ART KELLY**, promotion-publicity director.

JOHN F. HURLBURT, formerly with Syracuse Herald-Journal, has joined WSYR Syracuse, as promotion manager.

Holiday Display

DISPLAY windows in studio lobby of KROW Oakland have been decorated in holiday motif to attract attention of large Christmas crowds. Eight display windows are illuminated, giving forth shadow box effect, and pointing up announcements of "top" entertainment programs now on KROW. Just above windows, billboard technique has been used with banner reading: "A Holiday of Fine Shows on KROW . . . There's Showmanship Plus . . ." Topping off lobby promotion is huge Christmas tree inside foyer. Christmas music played in lobby completes overall holiday plan.

'Farsighted Sponsor'

PROOF that people enjoy listening regularly to programs of classical music is offered by NBC Western Network in its four page two-colored brochure issued to the trade. Titled "The Case of the Farsighted Sponsor," folder pictures on front page a man looking through telescope, and on one inside page symphony orchestra with rapt audience. Copy explains how its "Standard Hour" program is example for success of program featuring straight classics.

WOOK House Organ

HOUSE ORGAN titled "Look to WOOK" is to be published monthly beginning in January by WOOK Silver Spring, Md. Paper will be distributed to listeners and contain full program schedule, features and photos of talent and advertisers' radio success stories. Editor will be Richard Eaton, WOOK manager.

Christmas Hayride

CHRISTMAS hayride will be given for all teen-agers who have appeared on "Teen Time" show over WALB Albany, Ga., to promote interest in the program. All expenses will be paid by sponsor of the show. Show is heard every Friday afternoon.

WGAT Billboards

DOUBLE FACED billboards carrying call letters of WGAT Utica, N. Y., have been placed on three main arteries entering Utica. Billboards are covered on both sides so as to be read in both directions. Other billboards will be placed on three lesser traveled roads in eight directions. License plates carrying WGAT call letters, city location and kilocycle number also have been furnished to all WGAT personnel.

WKY's New Studio

COLORFUL brochure featuring station's new mobile studio has been distributed by WKY Oklahoma City. Headed "Here Comes WKY's New Studio . . . On Wheels," brochure presents detailed pictures of large bus recently acquired by station and completely outfitted as mobile studio [BROADCASTING, Nov. 24]. Center spread of brochure displays cut-in picture of entire bus, with separate pictures showing details of different sections.

Continues FM Promotion

CONTINUING its heavy schedule of FM promotion, WCSI (FM) Columbus, Ind., has completed arrangements with one of Indianapolis's leading night clubs for use of bandleaders on station. All bandleaders appearing at the club will appear on WCSI's "Music Makers Club" program, and in return station will give courtesy announcements of band's appearance in Indianapolis. As further promotion, WCSI is conducting FM demonstrations in various areas of state. All types of FM sets are displayed at these meetings, showing difference in FM and AM production.

PROMOTION

Local 'Hush' Contest

MINIATURE "Who is Miss Hush?" contest conducted on KPRC Houston, drew total of 1,267 replies, station reports. As Dec. 6 broadcast of NBC "Truth or Consequences" approached, station launched its "Miss Hush in Miniature." Realizing that hundreds of people who probably had guessed the lady's identity would have no opportunity to prove it, KPRC secured permission of Procter & Gamble for the contest. Station offered box of Duz or ticket to local theatre to everyone who could correctly identify Miss Hush. Contest was announced on "Sunrise Serenade" program, with only rule stipulated that contestants must send in entry not later than 7:30 p.m., Dec. 6, time of NBC broadcast. Of 1,267 entries, station reported that 743 correctly identified Miss Hush as Martha Graham.

Package Deal

IT WAS a "package deal" for WORD Spartanburg, S. C., in that city's annual Christmas parade. WORD entered the parade with a novel float designed as a huge gift box. Float was constructed by station personnel and mounted on jeep. Driver of float could not be seen by spectators as he was concealed beneath big holly-bow on top package, which gave effect of large float moving down street unassisted. Sides of float carried inscription, "Good Things For You . . . The Whole Year Thru . . . WORD."

Window Display

TO SHOW Bostonians the part radio plays in department store advertising, R. H. White Co., local store, has arranged seven window displays featuring Nancy Dixon, who conducts "What's News in the Store," heard on WCOP Boston. Station reports that this is first display of this type in Boston and is important step as it illustrates trend of retailers toward taking advantage of radio to attract customers and sell merchandise.

Magnavox Paintings

COLLECTION of paintings of famous musicians is being utilized by Magnavox Co. as sales promotion at retail level. Magnavox dealers have been issued kits containing full-color prints of paintings with instructions to present the kits to directors and leading artists of community musical organizations. Project is aimed not only at fostering good will and sales but also at developing greater appreciation of classics among music lovers, company states.

Rooster Is Assistant

UNUSUAL feature of early morning show, "Breakfast On Sunrise Ridge," heard on WLAM Lewiston, Me., is assistant m.c.—a rooster. John Gould, who conducts the show, has been using the rooster as regular staffer for some time, but has had no name for his assistant. Listeners were recently invited to submit names for the pet in a contest conducted by Mr. Gould and WLAM. Name "Sunrise Si" was selected from hundreds of entries submitted during week-long contest. "Breakfast On Sunrise Ridge" is now officially billed as "starring John Gould and Sunrise Si."

KITE Brochure

BROCHURE stressing that "you don't have to imitate the other guy to do a good job," has been sent to the trade by KITE San Antonio, Tex. Cover, printed in red on white background, is highlighted by attachment of a hairpin and a bobby-pin, illustrating two things that do the same job but in a different way. Inside pages discuss techniques used by other stations as compared to those of KITE, emphasizing that KITE features music and news with no murders, quizzes, tear-jerkers, etc. Small folder is inserted which lists products and services advertised on KITE. Back cover points out; "People are funny. . . they like KITE because it doesn't sound like every other station in town." This is followed by comments from various listeners in area.

Wedding Gown Contest

REPLICA of Princess Elizabeth's wedding gown will be awarded winner of contest being conducted by Morris B. Sach's "Amateur Hour," over WENR-WCFL Chicago. Persons entering contest, which closes Jan. 10, 1948, are asked to finish in 50 words or less sentence, "I would like to be married in a replica of Princess Elizabeth's wedding gown because. . . ." Gown is valued at $3000.

Meaning of Christmas

"WHAT Christmas Means To Me" is subject of contest which has been conducted on WRFD Worthington, Ohio, by the "Kitchen Kettle" program. Listeners were asked to write a short letter on the subject, with no word limit. First prize winner received Emerson kitchen radio, and electric kitchen clock went to the second place winner. Ten other prizes were awarded.

'Newsweek' Reprints

REPRODUCTIONS of the cover feature and story of Arthur Godfrey, which appeared in Dec. 8 issue of Newsweek magazine, are being distributed by WCBS New York. Cover shows Mr. Godfrey at the mike, and inside spread gives the story of his life in radio, which appeared in the magazine. Story tells of his public life, his long hours and how he has won his large audience. Mr. Godfrey has two CBS shows, Mon.-Fri. 11-11:30 a.m. and Mon. 8:30-8:55 p.m., plus local morning shows over WCBS and WTOP New York.

Football Bonuses

SCORING BONUSES have been presented to members of Chicago Bears and Cardinals professional football teams by "Kickoff Preview," WIND Chicago program which has preceeded Bears' football broadcasts all season. Karoll's Men's Shop, which sponsors "Kickoff Previews," sent a dozen white shirts to each Bear and Cardinal player who scored first for their respective team. In addition, each player on winning team received a shirt as bonus for his part in the victory.

WPEN Auditions

TEEN-AGERS swamped studios of WPEN Philadelphia fortnight ago in reply to announcement of competition to be held to pick boy and girl to sing with Vaughan Monroe Dec. 16 at Click Restaurant. Station reports that more than 750 hopefuls applied for auditions at station after only five spot announcements. Number of applicants proved so great that WPEN had to discontinue its announcements. Station chose top six girls and top six boys and from these Mr. Monroe picked two winners.

'Radio at D. U.'

STORY of radio courses and their development at the University of Denver is told in brochure titled "Radio at D. U.," recently issued by that school. Background of cover sheet is scramble of classified announcements of job opportunities in radio field. Augmented with pictures throughout, brochure is divided into following sections: "Radio Is an Expanding Field"; "So D. U. Went to the Industry"; "And Came Up With This Plan"; "Radio Is a Coordinated Program"; "Students Have Their Own Station"; ". . . Outstanding Radio Instructors"; ". . . Offer Many Advantages"; and "How To Sign Up for D. U. Radio Training." Center spread presents complete list of radio courses offered.

KFBK 'No. 1'

FORTY-FOUR reasons why Sacramento, Calif. is nation's No. 1 test market city are presented in latest brochure released by KFBK Sacramento. Station reports that 156 national advertisers and agency executives recently picked Sacramento as No. 1 American city for conducting test campaign. Two-color brochure lists 44 reasons for selection of Sacramento with KFBK "Sacramento's No. 1 station for any type of campaign. . ."

RCA
TUBES

THE STANDARD OF COMPARISON IN BROADCASTING

RCA Tubes for AM

YES, WE HAVE THEM . . . in a complete line for standard-band and short-wave services. And they're famous.

Why? They're conservatively rated. They stand up. They give broadcasters top program service and operating economy. Your engineer can tell you a great deal about RCA tube performance. Ask him.

Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a large Zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads.

For information on any RCA tube, write RCA, Sales Division, Section P-36L2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

ACTIONS OF THE FCC

DECEMBER 12 to DECEMBER 18

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

December 12 Decisions . . .

BY THE COMMISSION

Petition Denied

The Highlands Bcstg. Co. and WSIR Winter Haven, Fla.—Denied petition of WSIR and Highlands requesting (a) that latter application for new station (which is contingent upon grant of WSIR application) be designated for hearing in consolidated proceeding involving applications of Coastal Bcstg. Co., Lakeland, Fla. and WSIR which request 1230 kc 250 w unl. at Lakeland and Winter Haven respectively; and (b) inclusion in said consolidated hearing of application of Deland Bcstg. Co. seeking 1490 kc 250 w unl. at Deland, Fla.

Kosciusko Bcstg. Corp., Warsaw and Logansport Bcstg. Corp., Logansport, Ind.—Denied joint petition requesting that Issues No. 1, 3, and 7 contained in Commission's order of 11-24-47, designating for hearing petitioners' applications for CPs be stricken; denied request for oral argument on petition before full Commission.

December 15 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

Empire Coil Co. Inc., Allison Park (Pittsburgh), Allegheny Bcstg. Corp., Westinghouse Radio Stations and WPIT Inc., Pittsburgh—Designated for consolidated hearing applications for new commercial TV stations by Empire Coil Co. Inc., Westinghouse Radio Stations and WPIT Inc.; granted petition of Allegheny Bcstg. Corp. to reinstate its application and designated it for hearing in this proceeding.

Conditional FM Grants

Authorized CPs for three Class A and six Class B FM stations. See story on page 26.

Request to Vacate

The World Co., Lawrence, Kan.—Granted request to vacate CP issued for Class B station; dismissed application.

Augusta Chronicle Bcstg. Co., Augusta, Ga.—Same.

Siskiyou Bcstg. Co. Inc., Ashland, Ore.—Same.

FM—93.5 mc

WCFR Fall River, Mass.—Authorized change to Channel 228, 93.5 mc, from Channel 265, 100.9 mc.

FM—95.5 mc

WLDM Detroit—Authorized change to Channel 238, 95.5 mc, from Channel 234, 94.7 mc.

Rule Proposed

Approved notice of proposed rule making proposing to amend Secs. 3.218 and 3.518 of rules to provide for orderly schedule for renewal of FM stations.

Transfer of Control

WBLW Lake Worth, Fla.—Granted consent to transfer of control from James K. Edmondson, Charlotte Edmondson, Frank R. Knutti and Elaine Knutti to Clarence L. Menser for total consideration not to exceed $12,714 (Comrs. Walker and Durr for hearing.)

Assignment of License

KINY Juneau and KTKN Ketchikan, Alaska—Granted consent to voluntary assignment of license of stations KINY and KTKN from Edwin A. Kraft to William J. Wagner, tr/as Alaska Bcstg. Co., for total consideration of $140,000 for both stations. (Comrs. Durr and Hyde for hearing).

Hearing Designated

WWOK Flint, Mich.—Designated for hearing application for consent to assignment of license of WWOK from Drohlich Brothers, partnership, to Cooperative Radio Co., corporation. (Comrs. Jett and Webster for grant.)

Assignment of License

WDSU WDSU-FM New Orleans—Granted voluntary assignment of license of station WDSU and CP for WDSU-FM from Stephens Bcstg. Co. to Stephens Bcstg. Co. Inc., corporation.

License Renewal

KGLU Safford, Ariz.—Granted renewal of license for period ending Nov. 1, 1950. (Comr. Durr for hearing.)

ACTIONS ON MOTIONS

(By Commissioner Webster)

The Connecticut Bcstg. Co., Hartford, Conn.—Granted petition to accept late appearance in re application for television station.

Empire Coil Co. Inc., New Rochelle, N. Y.—Same.

WPAT Paterson, N. J.—Granted petition to accept late appearance in re its application.

Radio Television Corp., Medford, Ore.—Granted petition to dismiss without prejudice its application and further ordered that application of KTFI be removed from hearing docket.

WILS Lansing, Mich.—Granted continuance to Jan. 19 of consolidated hearing presently scheduled for Dec. 19 in re Docket 8217 et al.

Radio Phoenix Inc., Phoenix, Ariz.—Granted petition to dismiss without prejudice its application.

Central Michigan Radio Corp., Lansing, Mich.—Granted petition for leave to amend its application to add new stockholder.

Dr. Azra C. Baker, Seymour, Ind.—Granted petition for leave to amend his application to specify 500 w on 1390 kc in lieu of 250 w.

WBBZ Ponca City, Okla.—Granted petition to accept late appearance in re its application.

Hector Reichard, Aguadilla, P. R.—Granted petition for leave to amend his application to include further engineering information.

Eugene Bcstrs. Inc., Eugene, Ore.—Granted petition for leave to amend its application to specify 1400 kc 250 w unl. in lieu of 1280 kc 1 kw unl. Amendment was accepted and application removed from hearing docket, and further ordered that application of KUGN be removed from hearing docket.

Utica Bcstg. Co., Utica, N. Y.—Granted petition for continuance of hearing now scheduled Jan. 22 to Feb. 2, at Utica.

KOY Phoenix, Ariz.—Granted petition for continuance of hearing scheduled Dec. 19 to Jan. 8.

WMAC Pottstown, Pa.—Granted petition for leave to amend its application to correct engineering exhibit filed with application.

Texas Star Bcstg. Co., Dallas, Tex.—Granted petition for leave to amend application to revise engineering data with respect to DA.

Ohio-Michigan Bcstg. Corp., Toledo, Ohio—Granted petition for leave to amend its application to specify 730 kc 250 w D in lieu 980 kc 5 kw unl. etc. Amendment was accepted and application removed from hearing docket.

Gifford Phillips, Denver, Col.—Granted petition for leave to amend his application to specify 1430 kc 1 kw D in lieu 1450 kc 250 w unl. etc. Amendment was accepted and application removed from hearing docket. Further ordered that request for immediate grant of application be dismissed.

KYUM Yuma, Ariz.—Granted petition for leave to amend its application to specify new ant. site and change certain paragraphs with respect to technical data, and application was removed from hearing docket.

George Arthur Smith, Jackson, Tenn.—Granted motion for continuance of further consolidated hearing now scheduled Dec. 17 at Jackson, Tenn., and continued same to Feb. 19 at Jackson.

Times-Star Pub. Co., Alameda and D & K Bcstg. Co., Palo Alto, Calif.—Granted joint petition to reopen record for sole purpose of receiving certain engineering exhibits filed Dec. 11. Said exhibits were made part of record in this proceeding and it was thereupon ordered that record be closed.

KWK St. Louis—Grant petition for continuance of hearing scheduled for Dec. 17 and same was continued to Jan. 23.

WGKV Charleston, W. Va.—Granted motion for additional time in which to file exceptions to Commission's proposed decision adopted Nov. 28 in re Dockets 6558 et al, and time was extended to Jan. 21.

Lycoming County Bcstg. Co., Williamsport, Pa.—Granted motion for leave to file proposed findings and conclusions in re its application 20 days after Dec. 12, 1947.

WAAT Newark, N. J.—Granted petition insofar as it requests striking of Issues No. 1 and 3 in re its application; denied insofar as it requests striking of a portion of Issue No. 2.

Tower Realty Co., Baltimore—Referred to Commission motion to amend and remove its application.

KNOE Monroe, La.—Referred to Commission petition to amend, remove and grant application.

Model City Bcstg. Co., Anniston, Ala.—Referred to Commission petition to consolidate application with application of KNOE.

December 15 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

KXLR North Little Rock, Ark.—CP install new trans.

Assignment of License

WNAB Bridgeport, Conn.—Voluntary assignment of license from Harold Thomas to WNAB Inc.

WATR Waterbury Conn.—Voluntary assignment of license from Harold Thomas to WATR Inc.

Modification of CP

WDWD Dawson, Ga.—Mod. CP which authorized new standard station, to change type trans., for approval of ant., trans. and studio locations.

KSMN Mason City, Iowa—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

Assignment of License

KWBW Hutchinson, Kan.—Involuntary assignment of license from William Wyse, Stanley Marsh, deceased and Bess Wyse d/b as The Nation's Centre Bcstg. Co. to William Wyse and Bess Wyse, partnership d/b as Radio Station KWBW.

AM—950 kc

Bunker Hill Bcstg. Co., Boston—CP new standard station 950 kc 1 kw D. AMENDED re officers, directors and stockholders.

Transfer of Control

WLLH Lowell, Mass. — Involuntary transfer of control of licensee corporation from Albert S. Moffat, deceased, to Ethel A. Moffatt, testamentary executrix of estate.

WMAS Springfield, Mass.—Involuntary transfer of control of licensee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executrix of estate.

Assignment of License

WROX Clarksville, Miss.—Involuntary assignment of license from Birney Imes Sr., deceased, to Birney Imes Jr., administrator of estate.

Transfer of Control

WSYR Syracuse, N. Y.—Voluntary transfer of control of licensee corporation from Harry C. Wilder, Mark S. Wilder and associates to Radio Projects Inc.

AM—1470 kc

The Midwestern Bcstg. Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw DA-DN (DA-2) unl. AMENDED to change ground system and to change trans. location.

Modification of CP

KSMI Seminole, Okla. — Mod. CP which authorized new standard station, for approval of ant., trans. and studio locations.

AM—1450 kc

WMAJ State College, Pa.—CP install new trans.

Modification of CP

KHBR Hillsboro, Tex.—Mod. CP, as mod., which authorized new standard station to change type trans., make changes in vertical ant., and to change studio location.

WRGA-FM Rome, Ga.—Mod. CP, as mod., which authorized new FM station for extension of completion date from 1-10-48 to 4-10-48.

WQDI Quincy, Ill.—Mod. CP which authorized new FM station for extension of completion date from 1-6-48 to 7-6-48.

Assignment of CG

KWBW-FM Hutchinson, Kan.—Involuntary assignment of conditional grant to William Wyse and Bess Wyse partnership d/b as Radio Station KWBW.

Modification of CP

WPAY-FM Portsmouth, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date from 1-6-48 to 4-6-48.

WFBR-FM Baltimore—Mod. CP, as mod., which authorized new FM station to change ant. height above average terrain to 498 ft.; make changes in ant. system and change commencement and completion dates from 12-30-46 and 3-31-48 to 60 days from date of grant and 180 days thereafter, respectively.

Transfer of Control

WLLH-FM Lowell, Mass.—Involuntary transfer of control of permittee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executrix of estate.

WMAS-FM Springfield, Mass.—Involuntary transfer of control of permittee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, testamentary executrix of estate.

KVOX-FM Fargo, N. D.—Voluntary transfer of control of grantee corporation from David C. Shepard, Howard S. Johnson and Richard S. Felhaber to J. J. Bowers, Dr. J. R. Dillard, Roy S. Dwyer, Sam Field, Abel W. Hedlund, Ben Horvick, Isadore Horwitz, Lee Johnson, Jacob F. Kiefer, John T. Lamb, Manny Marget, Oscar C. Martinson, A. W. McConn, E. J. Kellar, Arnold F. Miller, Memfred Nelson, Henry Neubarth, Henry R. Peterson, O. S. Roberts, A. S. Sigurdson, Sam Stern, William Stern, Franklin J. Van Osdel, George M. Vigestad Edwin C. Werre and Louis P. Goldberg.

License for CP

WBNY-FM Buffalo, N. Y.—License to cover CP, as mod., which authorized new FM station.

Transfer of Control

WSYR-FM Syracuse, N. Y.—Voluntary transfer of Control to Radio Projects Inc.

Modification of CP

WISE-FM Asheville N. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date from 1-1-48 to 7-1-48.

WHKY-FM Hickory, N. C.—Mod. CP, as mod., to make changes in ant. and change commencement and completion dates from 2-4-47 and 2-4- 48 to 60 days from date of grant and 80 days thereafter, respectively.

WAND-FM Canton, Ohio—Mod. CP which authorized new FM station for extension of completion date from 12-14-47 to 3-14-48.

WWST-FM Wooster Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date from 12-17-47 to 1-1-48.

WPIT-FM Pittsburgh—Mod. CP which authorized new FM station for extension of completion date from 12-25-47 to 5-25-48.

WCAC Anderson, S. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date from 12-23-47 to 3-30-48.

License for CP

WMRC-FM Greenville, S. C.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WSIX-FM Nashville, Tenn.—Mod. CP, as mod., which authorized new FM station for extension of completion date from 1-3-48 to 7-3-48.

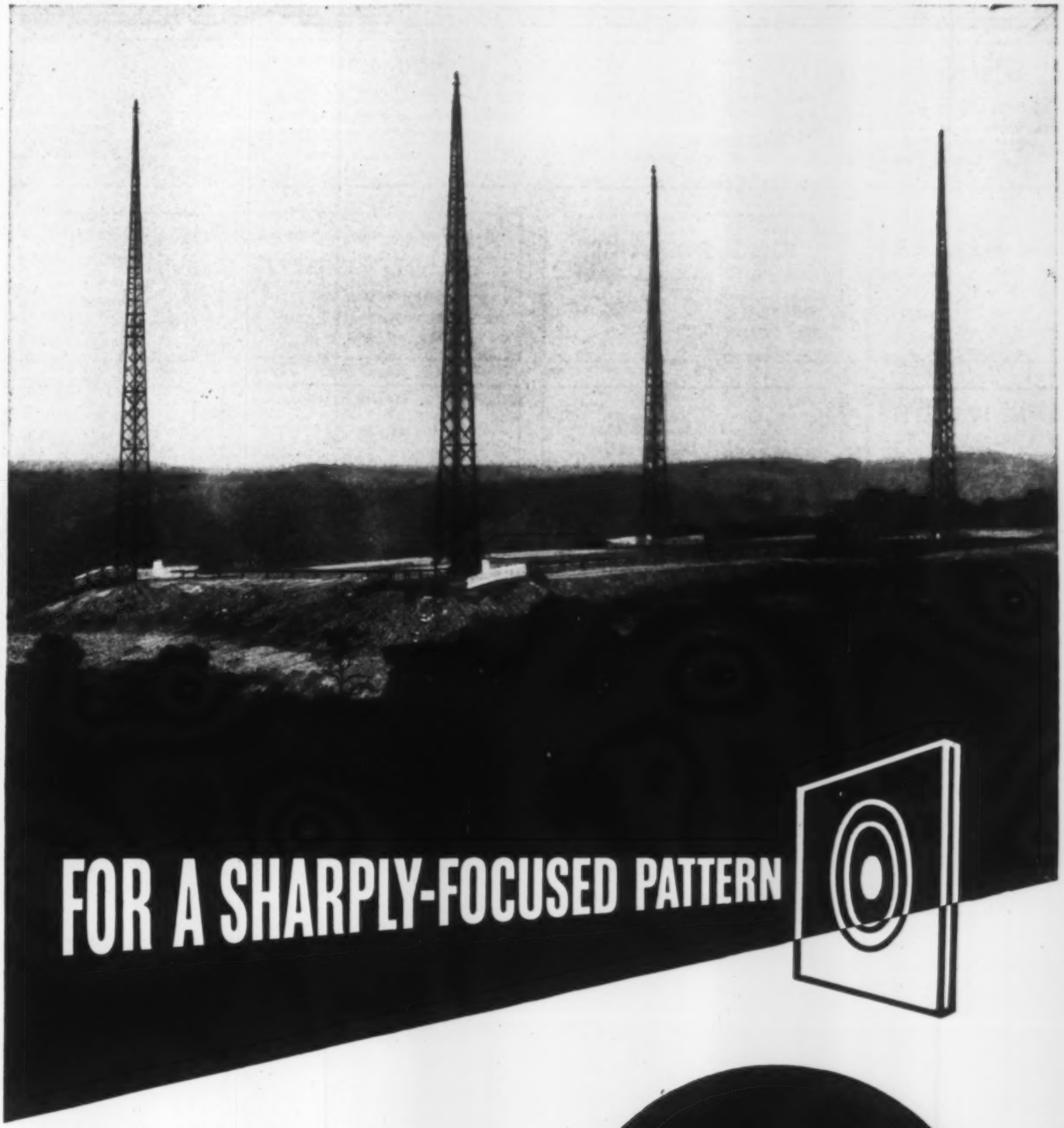
KFTG Fort Worth, Tex.—Mod. CP which authorized new FM station for extension of completion date from 12-10-47 to 12-10-48.

KING-FM Seattle, Wash.—Mod. CP, as mod., which authorized new FM station to change name to KING Bcstg. Co.

WOSH-FM Oshkosh, Wis.—Mod. CP, as mod., which authorized new FM station for extension of completion date from 12-18-47 to 3-18-48.

WUOM Ann Arbor, Mich.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date from 12-16-47 to 6-16-48.

(Continued on page 66)



Typical of Blaw-Knox cooperation with radio engineers is this new directional array of four 200-ft. self-supporting, base-insulated towers, which permits the station to "throw its voice" in specified directions. In addition to acting as an AM radiator, one tower also supports an FM clover-leaf antenna.

If your plans call for a new station or increasing the efficiency of your present equipment, Blaw-Knox engineers stand ready to apply a wealth of experience in tower design to your advantage.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh 22, Pa.

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Antenna
TOWERS

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LABS: GREAT NOTCH, N. J
LITTLE FALLS 4-1000

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INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
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RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
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There is no substitute for experience
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ALLIED ARTS

GILBERT CHASE, former supervisor of music for NBC's "University of the Air," has joined educational sales department of RCA Victor Div. As educational recordings specialist, he will survey entire field for educational recordings. Prior to joining NBC Mr. Chase was for three years Latin America Specialist in Div. of Music, Library of Congress. He has written extensively in music field and currently is preparing definitive history of music in Latin America.

WILLIAM CLAUSEN has been elected vice president in charge of manufacturing of Farnsworth Television & Radio Corp., Fort Wayne, Ind. Mr. Clausen was former vice president and general manager of Victor Products Corp., Hagerstown, Md.

LT. COL. DOUGLAS MESERVEY, executive vice president of Simmel-Meservey Inc., Beverly Hills, Calif., educational film and record producer, has been recalled to active duty by War Dept. for 90 days, stationed in Washington, D. C. Colonel Meservey formerly was program executive with NBC, and was deputy director of OWI domestic radio bureau. He joined Simmel-Meservey in August 1946.

JOHN A. BAER, formerly of Cape Cod Standard-Times, Hyannis, Mass., has joined Rider & Keister, New York publicity agency.

ENTERTAINMENT ENTERPRISES Inc., New York, has moved into new location at 38 Central Park South. Telephone: Plaza 9-1120. Former location was 1450 Broadway.

Shure Lucky

SHURE BROS. Inc., Chicago, is accustomed to selling its microphones and other acoustic products throughout the world, but recently the company received promotion from afar in an unusual way. Its "556" broadcast dynamic microphone is now illustrated on a Philippine commemorative stamp. Stamp commemorates formation and independence of Philippine government, and features picture of inauguration of President Roxas. Shure's "556" mike is clearly shown in scene as President Roxas takes oath of office.

A. C. NIELSEN Co., Chicago, has announced signing of Armour & Co., Chicago (meat packer), for its NRI analysis service. Reports relating specifically to Armour will be rendered also to Foote, Cone & Belding, company's agency.

ARTHUR G. KEMP has been appointed district manager of new sales district for Detroit, Toledo, Cleveland, Buffalo and Rochester territories for Bendix Radio.

WIRE RECORDING Corp. of America, Brooklyn, N. Y., last week announced its incorporation and acquisition of assets and manufacturing facilities of St. George Recording Equipment Co., New York. **J. J. SULLIVAN** is president of the new firm, which will make and distribute Wireway Wire Recorder in portable and cabinet models.

H. H. RANIER, manager of distributor sales of Radio Tube Div., Sylvania Electric Products Inc., will be transferred from Chicago to New York effective Jan. 1 to enable him to work more closely with Sylvania's general sales and advertising offices in New York.

STROMBERG-CARLSON Co., Rochester, N. Y., has prepared institutional slide color film to acquaint its radio dealers and dealer-salesmen with step-by-step manufacture of firm's radios. Intended primarily for dealer sales meetings, film takes its audience through entire Stromberg-Carlson plant, with accent on radio receiver and cabinet production.

SOUNDSCRIBER Corp., New Haven, Conn., manufacturer of electronic disc recording and transcribing equipment, has announced appointment of Philips Export Corp., New York, as its exclusive distributor in Brazil, Colombia, Venezuela, Union of South Africa, Greece, Portugal, and Spain.

SURVEYS Inc., Palo Alto, Calif., headed by **DR. KEITH VAN ALLYN** and **J. HERMAN MATTSON,** has been organized to specialize in economic surveys, job evaluation methods and similar studies.

R. P. (Bob) ALMY has resigned as assistant general sales manager of radio division of Sylvania Electric Products Inc. effective Jan. 1. He has acquired part-ownership in Dixie Radio Supply Co., Columbia, S. C. and will become vice president and assistant general manager of that company.

SIDNEY N. WAGNER, Chart-Facts director of research and former Standard Brands Inc. research analyst, has joined Broadcast Music Inc. as statistician.

R. W. ANDREWS, merchandise manager of Sylvania Electric Products Radio Tube Div., has transferred from Williamsport to Emporium, Pa., to direct all factory sales and manage merchandising of Radio Tube Div. products.

R. M. BROPHY, president of Rogers Majestic Lt., and Rogers Electronic Tubes Lt., Toronto, has been re-elected president of Canadian Radio Technical Planning Board (CRTPB). **R. A. HACKBUSH,** vice president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was re-elected vice president, and **S. D. BROWNLEE,** executive secretary of Radio Mfgrs. Assn. of Canada, was re-elected secretary-treasurer.

UE to Ask Wage Boosts From 4 Major Employers

THE UNITED Electrical, Radio and Machine Workers (CIO) will ask wage increases from four major employers for 300,000 UE workers, the union announced in New York last week after a meeting of its general executive board.

Albert J. Fitzgerald, UE general president, said contract demands for employes of General Electric, Westinghouse, General Motors electrical division, and Sylvania Electric Products will be drawn up at conferences to be held in New York Jan. 5-6 by employe delegates from each firm.

These demands then will be presented to local unions for ratifications. Negotiations with the four companies are to begin early in January.

RCA Victor Ballot

RCA VICTOR Division of RCA has been directed by the National Labor Relations Board to hold a secret ballot election among all of its production and maintenance employes at its Harrison, N. J., plant and its Jersey City warehouse to determine whether or not they wish to be represented by the Radio Communications Assemblers Union Inc. for purposes of collective bargaining. The board issued its order Dec. 10, and directed that the election be conducted as early as possible but not later than 30 days from the date of the order.

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PRESIDENT
Headley-Reed Co.
NATIONAL REPRESENTATIVES

SPONSORS

HAT RESEARCH FOUNDATION, New York, has appointed Foote, Cone & Belding, New York, to handle its advertising as of February. Tentative plans include use of radio. Grey Adv., New York, currently handles the account, which uses spot radio in 22 cities and television spots in five cities throughout the country.

MORE THAN 100 tolerance jingles, originated by WNEW New York, will be aired on Christmas and New Year's Day by three New York sponsors who heretofore have eliminated commercials altogether on holidays. Firms are **BARNEY'S CLOTHES, CANADIAN FUR Corp.** and **NATIONAL SHOE STORES**, who will sponsor jingles on WHN WMCA WHOM WINS, all New York stations. Agency for the accounts is Emil Mogul Inc., New York.

TILLAMOOK COUNTY CREAMERY Assn., Tillamook, Ore. (cheese), Dec. 27 renews for 52 weeks "Benny Walker's Tillamook Kitchen" on seven NBC stations, Sat. 9:45-10 a.m. (PST). Agency: Botsford, Constantine & Gardner, Portland.

ROY M. HORSEY, formerly with duPont Nylon Co., has been elected executive vice president of Orange Crush Co. of Ill. and Inter-American Orange Crush Co.

R. H. FYFE & Co., Detroit (shoes), has appointed Dundes & Frank Inc., New York, to handle all national advertising. Local radio, both spots and participation, will be used in Detroit in March. Tentative plans are to use regional radio thereafter.

WILLIAM T. WHITE, sales manager of Wieboldt Stores Inc., Chicago, and president of Chicago Federated Adv. Club, has been named a divisional vice president of the department store chain.

LIDO PRODUCTS Ltd., Montreal (floor wax), has started thrice-weekly spot announcement campaign on eastern Canadian stations, as test. Account was placed direct.

GENERAL FOODS, Ltd., Toronto (Maxwell House coffee), planning twice-daily spot announcement campaign on a number of Ontario and Quebec stations, to start in January. Agency: Baker Adv., Toronto.

BROADWOOD HOTEL, Philadelphia, sponsored telecasts of Philadelphia Eagles professional football games over WPTZ Philadelphia, Dec. 7 and 14. Commercials featured hotel's swimming pool and health services.

DRACKETT Co., Toronto (draino cleanser), has started spot announcement campaign on number of Canadian major market stations. Agency: Young & Rubicam, Toronto.

CANADIAN MARCONI Co., Montreal (featherweight iron), is using test campaign, twice-daily spot announcements, for 26 days on 9 Canadian stations. Agency: Young & Rubicam, Toronto.

DOUBLEDAY & Co., publisher, will spend $13,000 weekly to promote Dollar Book Club through announcements on 43 stations starting Jan. 4, and $5,000 weekly on behalf of Omnibook Magazine over 12 stations. Agency: Huber Hoge Agency, New York.

CANADIAN COOPERATIVE WOOL-GROWERS Ltd., Toronto, plans campaign on rural Canadian stations in January. Agency: E. W. Reynolds & Co., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Quaker products), plans five-minute program Mon.-Fri. on number of rural stations throughout Canada. Agency: Spitzer & Mills Ltd., Toronto.

KRONKE AWNING Co., Oakland, Calif. (manufacturer of fiesta fabrics), has appointed Ad Fried Adv., Oakland, to handle its advertising. Radio will be used starting in January.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes and Prince Albert tobacco), will sponsor New Year's Day Cotton Bowl football game between Southern Methodist U. and Penn State over MBS. Broadcast will originate in Dallas starting at 2:15 p.m. and will be heard over entire MBS system except for Texas stations. Agency: Wm. Esty & Co., New York.

Commercial Lullaby

PROOF that people do like singing commercials is offered by Kal Ehrlich & Merrick Adv., Washington. Agency recently received a call from a man asking to buy a recording of the McKee-Pontiac singing commercial produced by Kal Ehrlich & Merrick. It seems that the caller's 18-month-old son won't go to sleep until he hears the transcription. He has outgrown the early bedtime hour of 5:30 p.m., time at which the commercial is aired, so his parents wanted to buy the record for home use. Agency gladly supplied the record and now parents report that the boy hears his commercial lullaby each evening and sleeps happily.

COCA-COLA of Canada Ltd., Toronto (soft drink), starts soon transcribed program "Claudia" on 8 Canadian major market stations. Agency: D'Arcy Adv., Toronto.

UNITED STATES RUBBER Co., New York, for second consecutive year will bring the Christmas Eve "Candlelight Service of Carols" of Grace Protestant Episcopal Church in lower Manhattan to televiewers in New York area over WABD New York. Audience response to first telecast was so favorable that company hopes to make it an annual event.

STANDARD BRANDS Ltd., Montreal (Royal puddings), has appointed MacLaren Adv., Montreal, as agency. No data available yet on radio plans.

JACK QUINN Co., Lafayette, Calif. (garden supplies), has appointed Ad Fried Adv., Oakland, to handle its advertising. Radio will be used.

BRODIE & HARVIE Ltd., Montreal (flour), Dec. 17 renewed to March 10, "Radio Charades," on 2 French network stations, Wed. 8:30-8:55 p.m. Agency: J. J. Gibbons Ltd., Montreal.

ABRAHAM & STRAUS Inc., Brooklyn (department store), has appointed Kiesewetter, Wetterau & Baker Adv., New York, to handle radio advertising. No immediate campaign plans have been made.

JACKSON Bros., New York (shoes), has appointed Hoot Adv., New York, to handle its advertising campaign. Radio will be used.

BELL TELEPHONE Co., Toronto (yellow pages), plans 15 spot announcements weekly for seven weeks in 1948 on number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

CANADIAN CHEWING GUM Co., Toronto (Chiclets), starts half-hour quiz show on CFRD Toronto, Jan. 14, as test program, which may be recorded for placing on other stations throughout Canada. Agency: Baker Adv., Toronto.

UNION OIL Co., Los Angeles (gasoline), Jan. 1 will sponsor three-hour telecast of Pasadena Rose Bowl Parade on KTLA Hollywood. Agency: Foote, Cone & Belding, Los Angeles. W6XAO Hollywood, experimental station of Don Lee Broadcasting System, also will carry program, sustaining.

BRITISH AMERICAN OIL Co. Ltd., Toronto (oil and gasoline), to use flash campaign four times daily five days weekly on Ontario stations. Agency: Stewart-Lovick, Toronto.

JOHN A. HUSTON Co., Toronto (Dolcin remedies), planning spot announcement campaign on large number Canadian stations. Agency: St. Georges & Keyes, New York.

WGY Schenectady has received Award of Honor for distinguished service to safety by National Safety Council.

A REGAL though mock ceremony was held backstage in the *Queen for a Day* show when honeymooning Mr. and Mrs. Albert G. Wade II visited the program on the West Coast. Mr. Wade (Jeff), an executive of the Wade Advertising Agency, Chicago, is being crowned by Jack Bailey, m.c. for the Mutual program, as "Queen" Marie Bailey, wrapped in ermine, smiles. She is from Durban, Natal, South Africa.

NETWORK ACCOUNTS

Renewal Accounts

GURNEY FOUNDRY Ltd., Montreal (stoves), Jan. 6 renews to March 30 "Au Coin du Feu" on 10 CBC French network stations. Tues. 7:30-8 p.m. Agency: Harry E. Foster Agencies, Toronto.

STANDARD BRANDS Ltd., Montreal (Chase & Sanborn coffee), Jan. 4 renews to Dec. 26, "Charlie McCarthy Show" on 28 Trans-Canada network stations, Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., Montreal.

STERLING DRUG Inc., Windsor, Ont. (aspirin), Jan 25 renews to Jan. 16, 1949, "Album of Familiar Music" on 31 Trans-Canada network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

STERLING DRUG Inc., Windsor, Ont. (Phillip's milk of magnesia), Jan. 23 renews to Jan. 21, 1949, "Waltz Time" on 30 Trans-Canada network stations, Fri. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

COLGATE-PALMOLIVE-PEET Co., Toronto (Colgate toothpaste and toothpowder, Palmolive soap), Jan. 1 renews to June 11, Sept. 13-Dec. 31, "The Happy Gang" on 28 Trans-Canada network stations, Mon. thru Fri. 1:15-1:45 p.m.; (Palmolive shave cream, Halo shampoo) Jan. 3 renews to June 19, Sept. 18-Dec. 18, "Share the Wealth" on 32 Trans-Canada network stations, Sat. 8:30-9 p.m. with repeat to Pacific coast 11:30 p.m.-12 midnight. Agency: Spitzer & Mills, Ltd., Toronto.

CARNATION MILK Co. Ltd., Toronto (evaporated milk), Jan. 1 renews for one year "Le Quart d'Heure de Detente" on 7 CBC French network stations, Tues. & Thurs. 1:45-2 p.m., and Jan. 5 renews to Dec. 27, "Carnation Contented Hour" on 31 Dominion network stations, Mon. 10-10:30 p.m. Agency: Baker Adv., Toronto.

Net Changes

CHARLES E. HIRES Co., Philadelphia, Jan. 4 changes "Hire's To You" on CBS from Sun. 2:45-3 p.m. to Sun. 5:15-5:30 p.m. Agency: N. W. Ayer & Son, New York.

PRUDENTIAL INSURANCE Co. of America, Philadelphia, Jan. 4 changes "The Family Hour" on CBS, from Sun. 5-5:30 p.m. to Sun. 6-6:30 p.m. Agency: Benton & Bowles, New York.

A true story.

Names on request.

That client who "comes from Missouri"

may toss these questions at you

Take the case of adman Wilson:

Mr. Wilson's client makes high grade flour, sold mostly to farm women who do their own baking. Mr. Wilson recommended a strong radio campaign...proposed a half-hour evening comedy program. His client came back with three important questions:

1. *What proportion of the program's audience is farm women?*
2. *Can we reach farm women economically with this nighttime program?*
3. *How does the program's audience break down into economic groups?*

Since the program he favored was on a Radio Sales represented station, Mr. Wilson passed the questions on to Radio Sales' Bill Jennings. Four days later he had the answers. They showed: a valuable and clearly defined audience among farm women—reached with real economy; data on education and buying power. That's what Mr. Wilson needed to convince his client. That's what the *extra* in Radio Sales research was able to provide.

It's an *extra* which analyzes audiences living far beyond the limits of inside-the-city listener studies. It explores late evening and early morning listening, audience flow from program to program, psychological reactions to individual programs, program types and commercials.

We think that a Radio Sales man can be more helpful to an advertiser than someone who does not have this fund of knowledge available. Mr. Wilson thinks so too. So, we think, will you. When you have a radio choice that may mean more effective selling, let Radio Sales tell you how these great stations can work effectively for you.

Radio Sales

Radio Stations Representative...CBS

WCBS 50,000 watts New York City	KNX 50,000 watts Los Angeles	KMOX 50,000 watts St. Louis	WBT 50,000 watts Charlotte	WRVA 50,000 watts Richmond	WCCO 50,000 watts Minneapolis-St.Paul	Columbia California Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City *(as of Jan. 1, 1948)*	WCBS-TV CBS Television New York	Columbia Pacific Network

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Transmitter engineer. Single man preferred. Contact Chief Engineer, WDAD, Indiana, Penna.

New England network affiliate in medium sized market has opening for announcer. Good base pay and talent opportunity for versatile man. Send full information and three references first letter to Box 163, BROADCASTING.

Program director—Opportunity for experienced man to become associated with one of New England's most progressive independent stations in a 200,000 market. Want aggressive, commercial-minded program man, one with 10 years radio experience, preferably on an independent station. One who can originate saleable programs in a highly competitive market and possesses organizational ability. Position promises permanent and pleasant association with very active station. attractive salary to right man. Send complete details with recent photo to Box 182, BROADCASTING.

Woman to write, produce and announce women's programs. New 250 watt midwest station in metropolitan market. State age, experience and salary requirements. Box 189, BROADCASTING.

Good morning man needed first of year by small western North Carolina independent. An experienced man who's not afraid to keep his tongue idle much of the time, Raytheon console experience desirable. Send disc, photo and qualifications to Box 197, BROADCASTING.

New England station needs commercial continuity and script writer. Young woman with experience preferred. Send full information and sample work to Box 164, BROADCASTING.

HELP WANTED

We have a small station operating since 1925 in a town of 7000, Mutual Network, successful operation, finest equipment, our studios are not pretentious, our programming is good, we are particular, our commercial schedule is heavy. We want a man who knows his business and can use his head, announce, write continuity, operate a control panel, take complete charge if necessary, in short, knows small towns and small stations and has no ideas of being big time, but knows he is good small time, such a man will have a fine job where hard work means a good salary, must be able to accept responsibility. It is an opportunity for the right man. We invite correspondence and references.

Bert Wick
Manager
KDLR
Devils Lake, N. D.

Help Wanted (Cont'd)

Two salesmen needed for two top mid-south markets. Draw and commission; excellent potential. Want also combination program director-traffic man and combination continuity-traffic girl. Box 202, BROADCASTING.

Farm editor-announcer, able to handle on-the-spot interviews. New 250 watt midwest station. State age, experience and salary expected. Box 203, BROADCASTING.

Wanted—Announcer-operators by 250 watt north midwestern resort town station. Also, wanted, operators. Send complete details to Box 206, BROADCASTING.

Wanted—Will pay top salary to experienced continuity writer to take over continuity department Michigan regional daytime station 200,000 population. Want permanent man only. Box 212, BROADCASTING.

Wanted—Commercial manager, established territory. Commission with drawing account. Box 213, BROADCASTING.

A radio gal who can handle all phases of station publicity and promotion and do a women's show on the air. Salary $50.00 a week, 5 kw in Florida metropolitan market. Send complete background plus photograph with first application. Box 215, BROADCASTING.

Exceptional opportunity for thoroughly experienced disc jockey. Must be an "air character" with a sense of responsibility. Require man who reads and fakes at piano and does acceptable singing job. Ability to handle commercials in "off the cuff" style necessary. Neat appearance and temperance on job essential. Pay will match ability and productivity. Send picture and all with first letter. All inquiries answered. Our staff knows of this advertisement. Box 218, BROADCASTING.

Salesman who can and will sell, wanted by 250 watt Alabama station. ABC affiliate. Nearly all co-op shows and plenty local time open. Moderate salary and commission or drawing account to be charged against a 15% commission. Town tough to crack so don't answer if you aren't a producer or are easily discouraged. Write Box 222, BROADCASTING.

Announcer—1 kw daytime in competitive market needs topnotch announcer. Opportunity for right man. Salary commensurate with ability. If not good, don't answer. Send photo, disc, details in letter. Jim Campbell, WKNS Kinston, N. C.

We have a job open for a good announcer. Good community in southeastern U. S., congenial staff, pleasant surroundings, new equipment, good salary. Need in two weeks. Well established network station. Send letter, picture and disc. Box 136, BROADCASTING.

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CHICAGO 4, ILL.: 228 S. Wabash Avenue
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Help Wanted (Cont'd)

Salesman wanted by 250 watt ABC affiliate located in high altitude southwestern city. Dry clear climate. $250 per month guarantee and commission. Mail photograph and resume of experience to Charles R. Baker, General Manager, KTRC, Santa Fe, New Mexico. All replies confidential.

Commercial manager with proven ability and good background of education and experience wanted by successful thousand watt modern station. Excellent opportunity. WBBO, Forest City, N. C.

Combination man, experienced announcer-operator with first phone ticket. Wanted immediately for new progressive 250 watt network station. $55.00 per week. New three room apartment available $35.00 per month. Send photo, disc and references by airmail. WVVW, Fairmont, W. Va.

New 1000 watt regional station going on air February 1 needs complete staff. Specially interested good all-round announcers, one experienced copywriter, salesman who knows how to get business. We want the best—will pay accordingly. Send audition transcription, photo and qualifications to Magnolia Broadcasting Company, Magnolia, Arkansas.

Program director, announcers, engineers, operators, preferably combination —for new regional daytime station. Exceptional opportunity for key positions. State qualifications, salary, etc., in reply to WWNH, Rochester, New Hampshire.

Top jobs for top announcer-engineers with two top Pacific coast small market network affiliates. Start at $70 for 40 hours. Phone for interview. Manager, KFLW, Klamath Falls, Oregon.

Wanted—Chief announcer who can write commercial copy and knows something about programming by established 1000 watt DL-MBS affiliate. Salary minimum $55.00 weekly. Position open immediately. Send photo, audition, details KRLC, Lewiston, Idaho.

Play-by-Play sports announcer wanted. Must have three years experience, good commercial voice for staff duty and ability to do emcee jobs. Salary and talent. Phone or write WPLH, Huntington, W. Va.

Wanted—Chief engineer for station in Wilmington, North Carolina. For further information call Henry A. Jones, WGNI, Wilmington, N. C.

Announcer-program director wanted for fast growing Florida station. Must be sober and energetic. Write or wire qualification, WTRR, Sanford, Florida.

Engineer—Must have actual broadcasting experience of several years. New 1000 watt fulltime regional AM station located in central Florida. Fine living conditions year around. Rush complete detail to Radio Station WEUS, Eustis, Florida.

Wanted immediately. Program director and two good announcers. Must be experienced. WJOC, Jamestown, N. Y.

Program director—Young man with some experience to take full charge of that department on well established 250 watt Indiana station with network affiliation. Box 234, BROADCASTING.

Copywriter who can produce good selling copy for 40 to 50 accounts per week, on 1000 watt independent daytime station in central New England city. Give full details including experience, salary and availability. Box 233, BROADCASTING.

Tri-state market station has openings for two experienced announcers and one experienced salesman. State age, education, marital status and compensation expected. Enclose references and photo first letter. All replies confidential. Manager, Radio Station KOKX, Keokuk, Iowa.

Personality announcers, salesmen that sell, construction engineers, program directors. Negro announcer-technician. RRR Employment Service, Box 413, Philadelphia.

HELP WANTED

Engineer—Experienced with studio and transmitter operation. Must be capable of producing studio shows. Starting at $70.00 weekly, plus bonus. Personal interview advisable. WPWA, Chester, Penna.

Situations Wanted

Sportcaster—1½ years experience all sports, including writing scripts and play-by-play. Also, experienced news, platter shows, control board. 29, married, sober, dependable, college veteran. Available immediately. Box 66, BROADCASTING.

Got news problems? Talk 'em over with newsman who knows the score. No obligation. Box 129, BROADCASTING.

Thoroughly experienced, versatile announcer seeking progressive station. Top references. Box 143, BROADCASTING.

Announcer — Specializing in news. Twenty two years of age with almost three years of continuous experience, currently on NBC affiliate. Best personal and business references available. For audition disc and personal data, write Box 166, BROADCASTING.

Available January 15th—Chief engineer or technical supervisor. 13 years experience radio broadcasting, mostly in supervisory capacity, FM installation and operation since 1942. Qualified references furnished, salary open. Interested only in permanent employment with financially stable company. Prefer east or southeast. Box 168, BROADCASTING.

Continuity writer—College graduate. Local network station experience. Writing, programming, announcing. Veteran. Single. Box 179, BROADCASTING.

Your television station requires chief engineer capable of handling broadcasting's most complex technical responsibility. University graduate engineer, sixteen years development design and supervision experience, radiotelephone first license, senior member IRE, interested. Box 180, BROADCASTING.

Chief engineer—Sixteen years experience construction, maintenance, operation, directional antennas. Desire connection with progressive or new station interested in highly qualified engineer. Excellent references. All inquiries answered. Available immediately. Box 181, BROADCASTING.

News editor-newscaster. College graduate, journalism. Married, veteran, 26, formerly with 100,000 watt station overseas. Good voice and excellent knowledge of music, promotion, administration. Immediately available for interview. Prefer southwest, southeast or middleswest. $60 per week. Box 183, BROADCASTING.

Engineer—Four years various radio experience. Transmitter operation and maintenance experience. Young, single and have car. Prefer midwest or west, but all replies carefully considered and answered. Box 184, BROADCASTING.

Technician. 1st phone. Grad RCA Institutes. Prefer middle-Atlantic states. Box 185, BROADCASTING.

Radio script writer. NYU School of Radio graduate seeks staff opportunity. Musical continuity experience. languages, research, monitoring. Age 33. Box 186, BROADCASTING.

Program director—Experienced in local and regional network programming and production; also special events and outstanding public service. Box 187, BROADCASTING.

Announcer—3 years experience. Available immediately for combination FM-AM or FM station only. Personal interview or disc and photo. Box 188, BROADCASTING.

Announcer. Veteran. Single, travel. Available immediately. Little experience, much ambition. News, commercials, platter shows. Personal audition or disc. Box 191, BROADCASTING.

Announcer—5 years experience. Veteran, married and have a child. Available February 1st. Can arrange live audition for Philadelphia-Pittsburgh area. Box 192, BROADCASTING.

Manager or program director. Available immediately. 13 years radio. Experienced all phases. First ticket-annoncer. Can handle construction and organization new station. Box 193, BROADCASTING.

SPORTS COMMENTATOR
ALL MAJOR SPORTS
PLAY-BY-PLAY
sportscast—news—
special events
BOX 214, BROADCASTING
360 N. Michigan Avenue
Chicago 1, Ill.

Situations Wanted (Cont'd)

Announcer — Experienced, topflight newsman, special events reporter, outstanding platter personality. Seeking future with progressive organization. Box 194, BROADCASTING.

Young woman, experienced virtually all phases of mike, transcription and news re-write work, has ideas for women's and children's features, believes intelligent listeners do exist—that honest selling outsells superlative huckstering, would like to start 1948 out right with progressive radio or television station. Currently employed. Box 195, BROADCASTING.

Chief engineer, fifteen years experience in broadcasting, audio, electro-acoustics, electronics. Prefer midwest, north central or west coast. Opportunity and salary must be good. No daytimers or locals considered. Box 196, BROADCASTING.

Announcer. Grad leading NY radio school. Experienced commercials, news. Can handle platter shows. Seeks position with small growing station. Picture and disc. Box 198, BROADCASTING.

Chief or director of engineering for AM-FM station or FM group. Construction and extensive FM experience. Good reason for changing employment. If you require a high caliber man with both theoretical and practical background, write or wire Box 199, BROADCASTING.

Small market manager-assistant manager. Ten years general radio station experience from bottom up. Youthful ambition backed by knowledge, experience and earnest desire to accomplish. Box 201, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 204, BROADCASTING.

Chief engineer—8 years experience—2½ years supervisory. Presently chief 250 w network affiliate. Desire change on or about January 15. References. Would like interview. Box 205, BROADCASTING.

Chief engineer for progressive AM or FM station or technical director for group. My qualifications are 20 years experience in design and construction and supervision of personnel and operations plus the best of recommendations from satisfied employers. Box 211, BROADCASTING.

GENERAL MANAGER

Here is a man well worth investigation for executive duties in your organization. Only 34, he has 11 years experience in broadcasting, 2 with major market newspapers plus 4 years college training (and degree) in advertising. He has only worked for 2 organizations, the first for 12 years. 4 years as local time salesman, 4 as sales manager, 3 as general manager. No markets under 1,250,000. Stations worked for affiliated with NBC, MBS, independent. Power—5 to 50,000 watts. Experienced and result getting in national and local selling, labor union and talent contract negotiations as well as overall administration of radio station. A-1 references include past employers, newspaper affiliates and agencies. Will adjust salary for employment by company where it is possible to grow with television. Every organization wants imagination combined with sound judgement. This man has the combination. A note will give you a complete prospectus. Dictate it now to

BOX 219,
BROADCASTING

Station managers—I am looking for permanent spot with solid, progressive station. I offer eight years commercial radio, four years as combination chief announcer and sports editor, two as disc jockey. Specialty play-by-play sports, news and special events. Just concluded season as play-by-play announcer for one of country's top football sponsors. Excellent references from all former employers. Thirty five years old, married, no children. Go anywhere for right connection. Box 209, BROADCASTING.

Combination man—Experienced, first phone, single. Prefer Florida coastal city or vicinity. Available immediately. Box 210, BROADCASTING.

Announcer-newscaster—4½ years experience all phases of radio. Now employed as announcer in the Pittsburgh district. Minimum salary $70.00 per week. Box 216, BROADCASTING.

Experienced announcer-disc jockey, 3 years. Versatile, married, willing to travel. Box 217, BROADCASTING.

Experienced program production director with announcer background looking for job in east coast area. Looking for progressive station. Lots of new ideas. Not a floater. Navy veteran. Box 220, BROADCASTING.

Continuity director 5000 w CBS station. Experienced all phases of radio writing. Age 24, single, presently employed. Write Box 221, BROADCASTING.

Chief engineer AM-FM or television station. Capable complete station installation. 21 years experience 5 kw stations. Irwin Wolfe, 153 Schenck Ave., Brooklyn, N. Y.

Vet, married, 25, trained in all phases. West preferred. Disc on request. David Epstein, 1315 S. Harding, Chicago, Ill.

Versatile announcer, 24, very pleasing voice, speciality newscasting. Experienced on FM and network affiliates. $50 minimum salary. Desires spot near Chicago. Available immediately. Contact Victor Petrolis, 2906 Emerald Ave., Chicago, Ill.

Chief engineer, AM-FM-TV installation, operation, college graduate, degree. Consulting engineering experience, ex-Bureau Standards technician. Supply staff. Box 1298, Hollywood, California.

Radio engineer, 1st phone, married, AM, FM experience. Clarence Simpson, Prairie Grove, Arkansas.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Experienced announcer-engineer with first class license wants combo job. Preferably announcing, no straight engineer. Available after January 1st. Roger Du Hon, South Parkerson, Crowley, Louisiana.

ADVERTISING EXECUTIVE WITH COMPLETE KNOWLEDGE of STATION OPERATION seeks opportunity with established station, preferably in west, where he is well known.

WOULD MAKE EXCELLENT MANAGER OR SALES MANAGER: successful sales record; extremely adept in public relations and programming, plus complete understanding of station obligations in the public interest.

—inquire—

THE THOMAS COMPANY
• Radio Program Counsel •
6700 Sunset Blvd.
Hollywood 28, Calif.

Situations Wanted (Cont'd)

Announcer—No experience. Wants new showmanship station. Versed in languages, knows music. Versatile. Ad-libber. Fine voice. Eloquent. College. Tutelage in drama, radio by "networkese". J. Carbone, 440 Schiller, Chicago.

Announcer—Good voice, capable, ambitious. Well trained in Chicago's leading radio school. 2½ years college. Vet, married, 27. Will send disc. Florida preferred. Joseph Cooper, 2255 W. Cortez St., Chicago 22, Illinois.

1st phone and telegraph, interested announcing. Some control experience. 2 years experience chief radio operator Merchant Marine. Graduate RCA, 21, single. References NBC New York. Available immediately. Herbert Holzberg, 1233 Evergreen Ave., Bronx, New York.

Station manager—7 years in all phases of radio broadcasting which includes engineering, selling, previous manager experience. Single. Box 224, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Announcer and engineer, a two-man team, with the highest possible recommendations are looking for employment at any station in the country where there is "guaranteed" congenial ownership and management. This is the most important consideration of any offers. The team represents 20 years of high calibre radio experience. Box 227, BROADCASTING.

Experienced traffic manager, excellent background. Available January 1, 1948. Box 45, BROADCASTING.

Engineer. Chief or operator. 27 years' experience broadcast police, aviation, military, point-to-point, sales engineering domestic and foreign. Familiar FCC procedures. Capable handling complete installation or expansion of facilities. 41 and married. Best of references and personal reputation. Available approximately October 1. Reply Box 229, BROADCASTING.

Engineer, first phone, vet, single, 3 years experience desires permanent position. Box 230, BROADCASTING.

Experienced announcer. 2 years commercial, news, ad-lib D.J. Know sports thoroughly; no play-by-play experience. Box 232, BROADCASTING.

For Sale

For sale—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

For sale—100 per cent of stock in 250 watt local station. Write or wire Box 156, BROADCASTING.

Brush BK-401 tape recorder modified to CBS engineering specifications. Complete with portable carrying case. $200. Gridhall Recording Studios, Box 2867, Orlando, Florida.

(*Continued on page 64*)

FOR SALE
EASTERN
1 KW STATION

Opportunity for qualified broadcaster to acquire a fine facility at essentially cost.

This station has lost money, but capable on the spot management can produce important profits. Located in a splendid central eastern market. It is well equipped, has a large coverage and a good network affiliation. Price $55,000.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn 1011 New Hampshire Ave. National 7405	Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

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STATION MANAGERS!

Trained personnel available for all phases of studio work.

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BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

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3338 16th Street, N. W.
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America's Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-I APPROVED

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name______________________________

Address____________________________

City__________________State____________

For Sale (Cont'd)

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Equipping new station? Save by buying our spare Raytheon limiting amplifier. A-1 condition, used only three months, excellent performance. Wire or write offer to L. W. Miller, KXOA, Sacramento, California.

3 Fairchild recorders 539-B with magnetic recording heads with advance ball: $650 each and 3 Rek-O-Kut tables in Presto cabinets with Western Electric 9-A pickups: $450.00 each. Sonocraft Co., 45 West 45th St., New York City.

Two new Presto 8-D recorders with 1-D heads and equalizer. Reasonable. United Broadcasting Company, 64 E. Lake Street, Chicago 1, Illinois.

Will sell for $5200.00 F.O.B. Sioux City, Iowa—One new 350 foot heavy Wincharger tower complete. Will support an FM array. Can make immediate delivery. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

1 25-B speech input console. For further information call or write Henry A. Jones, WGNI, Wilmington, N. C.

For sale—Blaw-Knox tower, lighting equipment, 154 feet above insulators and 50 foot sub-structure. KCMC, Texarkana, Texas.

Southern metropolitan, well established, profitable station for sale. Pending application for best regional facilities in area. Price well under hundred thousand. Will deal only with financially qualified principals. Box 225, BROADCASTING.

RCA 250 K transmitter, frequency and modulation monitors and spare oscillator. All are complete and in perfect condition for immediate operation. This equipment available only because higher power transmitters now being used. Out of service one month. Make us offer. WBOC, Salisbury, Md.

Tape recorder, BK 403 Brush sound mirror, like new; $300.00. Box 236, BROADCASTING.

Wanted to Buy

Radio executive with 17 years' experience wants to buy interest in local AM station and take active part in management. Network affiliate preferred. Box 836, BROADCASTING.

Broadcaster wants purchase whole or part interest existing AM station or CP, Box 6, BROADCASTING.

Small station, presently unprofitable unit preferred. Box 69, BROADCASTING.

Approximately 300 foot tower capable of supporting FM. Box 190, BROADCASTING.

Small station, operating unprofitably or a CP preferred. Box 200, BROADCASTING.

Wanted—Approved frequency monitor. Box 1644, Reno, Nevada.

All or any part equipment for 250 watter. Box 1644, Reno, Nevada.

Wanted to buy—Going FM station without AM affiliation. Box 223, BROADCASTING.

Profitable metropolitan stations! Regardless of power or location. Box 120, BROADCASTING.

Arizona radio station by veteran radioman. Box 231, BROADCASTING.

Miscellaneous

Announcing for Radio-Kilmer. Newest publication in its field. Used by nine universities, 300 stations. $2.50. University Radio Publications, Box 1136 University Place Station, Des Moines, Iowa.

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

Engineer partner wanted, degree. Consulting-survey. Box 1298, Hollywood, California.

New AM applicant in one of nation's largest markets needs additional financing to obtain CP. No curiosity seekers need apply; only responsible parties. Box 228, BROADCASTING.

Amateur Amendment

FCC has adopted new Sec. 12.7 and amended Sec. 12.64 of its rules governing amateur radio service to facilitate application procedure and operation of remote control facilities by amateurs. The Commission indicated the move would be in accord with its work load reduction program and also encourage experimentation in higher bands.

TOP HOOPER PROGRAMS—December 15

NIGHTTIME PROGRAMS

Program	No. of Stations	Sponsor	Agency	Hooperating	A Year Ago		
					Hooper	Gain or decrease	Position
Boxing Bout (Louis-Walcott)	226	Gillette	Maxon Inc.	41.5	6.4	+35.1	119
Jack Benny	161	American Tobacco	Foote, Cone & Belding	27.7	27.4	+ 0.3	4
Truth or Consequences	137	Procter & Gamble	Compton Adv.	26.8	14.9	+11.9	24
Fred Allen	143	Standard Brands	J. Walter Thompson	25.9	27.6	— 1.7	3
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	25.8	27.8	— 2.0	2
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	24.2	29.7	— 5.5	1
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	24.0	21.6	+ 2.4	10
Radio Theatre	151	Lever Bros.	J. Walter Thompson	23.3	23.0	+ 0.3	8
Bob Hope	128	Pepsodent Div.-Lever	Foote, Cone & Belding	22.4	26.5	— 4.1	5
Mr. District Attorney	134	Bristol-Myers	Doherty, Cliff. & Shen.	20.8	19.1	+ 1.7	12
Arthur Godfrey's Talent Scouts	145	Thos. J. Lipton-Lever	Young & Rubicam	20.5	---	--	--
Walter Winchell	217	Andrew Jergens	Robert W. Orr	20.3	23.3	— 3.0	7
Red Skelton	160	B & W Tobacco	Russel M. Seeds	20.0	23.5	— 3.5	6
My Friend Irma	145	Lever Bros.	Young & Rubicam	19.3	---	--	--
Bandwagon	159	F. W. Fitch	L. W. Ramsey	19.2	21.0	— 1.8	11

DAYTIME PROGRAMS

Program	No. of Stations	Sponsor	Agency	Hooperating	A Year Ago		
					Hooper	Gain or decrease	Position
Big Sister	71	Procter & Gamble	Compton Adv.	7.9	6.7	+ 1.2	11
Romance of Helen Trent	77	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	7.5	6.8	+ 0.7	10
Ma Perkins (CBS)	80	Procter & Gamble	Dancer-Fitzgerald-Sample	7.4	7.1	+ 0.3	6
Our Gal, Sunday	79	Whitehall Pharmacal	Dancer-Fitzgerald-Sample	7.3	7.9	— 0.6	3
Lorenzo Jones	142	Sterling Drug	Dancer-Fitzgerald-Sample	7.2	6.5	+ 0.7	12
When a Girl Marries	76	General Foods	Benton & Bowles & Young & Rubicam	7.2	8.4	— 1.2	1
Stella Dallas	142	Sterling Drug	Dancer-Fitzgerald-Sample	7.1	6.4	+ 0.7	14
Backstage Wife	143	Sterling Drug	Dancer-Fitzgerald-Sample	6.9	6.2	+ 0.7	16
Portia Faces Life	87	General Foods	Benton & Bowles & Foote, Cone & Belding	6.4	7.6	— 1.2	4
Young Doctor Malone	51	Procter & Gamble	Compton	6.3	5.9	+ 0.4	22

Extra News by Chicago Stations Being Dropped

ALL was relatively quiet on the Chicago newspaper front as six metropolitan dailies entered their fifth week without service of the striking members of the International Typographers Union.

Altho typographers continued to picket, Chicago's radio stations considered the "emergency" at an end and were gradually dropping additional newscasts which were ordered into effect the day of the strike, Nov. 24.

WIND, Chicago independent, owned and operated by the *Chicago Daily News*, one of the first stations to increase its news service returned to its "news on the hour" schedule Dec. 8. WIND, together with WGN and WJJD, had operated a "news pool" in which quarter-hour newscasts were sponsored jointly by the six newspapers. Should other unions associated with the publishing of Chicago papers go on strike in sympathy with the ITU, when their respective contracts expire, local radio stations indicated they would be prepared to offer full news service. Without exception, the Chicago stations reported little time available for sponsorship.

WESTERN ELECTRIC Co. board of directors has declared a dividend of $1.00 per share on outstanding capital stock, payable Dec. 31 to stockholders of record Dec. 23.

News

ROBERT FAHS, former UP staff member in London and pre-war Fresno UP bureau manager, has joined KYNO Fresno, as news editor.

JOHN F. MERRIFIELD, director of agriculture for WWJ Detroit, will join KFGO Fargo, N. D., as farm director, when that 5-kw ABC affiliate takes the air early in 1948. Mr. Merrifield previously had been in farm radio with WLS Chicago; director of agriculture for WLW Cincinnati; farm director of WHAS Louisville; and farm director of Mississippi Valley Network. He also handled farm broadcasts for Democratic National Committee for the Roosevelt fourth campaign, later joining MBS.

Mr. Merrifield

RUSS KABER, formerly with KDLR Devils Lake, N. D., has joined news and sports department of KABR Aberdeen, S. D., replacing **BOB BAILEY,** who has joined KILO Grand Forks, N. D.

ALBERT J. ZACK, chief of news bureau of WSPR Springfield, Mass., has resigned effective Dec. 27 to become chief of public relations for Ohio CIO Council in Columbus. His new appointment is effective Jan. 5.

JOHN E. DREWRY, dean of the Henry W. Grady School of Journalism, U. of Georgia, has been named president of the U. of Georgia Alpha Chapter of Phi Beta Kappa, national scholarship fraternity.

WALTER WINCHELL, ABC commentator, has been cited by Ebony Magazine, Negro monthly, as the radio figure who "did most to improve interracial understanding" during 1947.

ARTHUR FLYNN, commentator for WLAW Lawrence, Mass., has been named chairman for Lawrence's Mile of Dimes campaign.

PIE TRAYNOR, sports director for KQV Pittsburgh, has been named baseball advisor for Duquesne U. in Pittsburgh. Mr. Traynor formerly was manager of Pittsburgh Pirates. He will continue his duties with KQV.

DREW PEARSON, ABC commentator, planned to leave for Europe last week to witness arrival of Friendship Ships with food for the hungry of France and Italy. Mr. Pearson originated the idea of Friendship Trains, from which the ships were loaded.

LILIAN SUPOVE, who has been on executive staff of WNYC New York for past five years and is director of news, publicity and special events, and Edwin James Blake, have announced their marriage.

HENRY GUERRA, newscaster for WOAI San Antonio, Tex., has been appointed a radio representative to serve on the National Screen Council.

Wanted
SALESMAN
who is
EXECUTIVE
material

We seek a man with sound background, who knows radio, has a proven sales record and capacity to advance into an executive position. Independent station experience an advantage. Progressive station in large metropolitan area—east of Chicago. Opportunity unlimited and advancement will be rapid for right man.

BOX 235,
BROADCASTING

West Coast Group Begins New Shows

Broadcasters' Guild Reports Membership in 48 States

TWO NEW PROGRAMS will soon be available to members and prospective members of the Broadcasters' Guild, according to James Parks, Hollywood vice president in charge of programs.

Starting date of Feb. 2 has been set for *Smiley Burnette Show*, six weekly, one hour transcribed program of music and patter, written and produced by Jack Mitchell. Program has been produced in such manner as to be broken up in quarter-hour or half-hour segments, according to Mr. Parks.

Although no starting date has yet been fixed, the second program available is *Michael Shayne*. Written by Larry Marcus and produced by Bill Rousseau, series features Jeff Chandler, otherwise known as Ira Grossell. In addition to these two programs, Broadcasters' Guild is also offering *Cliff Edwards Show* which it has taken over from AP.

Discussing progress of firm's growth, Mr. Parks stated that memberships exist in 48 states and Hawaii. But he added that they would not cease campaigning until they had attained a membership in every market where there's a radio station.

Among membership an advisory board now exists, consisting of Glenn Snyder, general manager WLS Chicago; John Gillin, president and general manager WOW Omaha; Fred Weber, general manager WDSU New Orleans; King Robinson, director of public relations and promotion KTRH Houston; Wayne Sanders, general manager of KCNA Tucson.

Farnsworth Profit

FARNSWORTH Television and Radio Corp.'s net profit, after taxes, for the first six months of the company's fiscal year, ended Oct. 31, was $538,356, E. A. Nicholas, the firm's president, reported last week. For the first six months of the preceding fiscal year the company showed a net loss of $259,075 after tax carryback credits. Demand for television receivers is far in excess of what had been expected, Mr. Nicholas said, and he added that Farnsworth plans to introduce receivers into new markets in the near future.

1-2-4
WIRL
Peoria, Ill.

GRAND OPENING

KWHN Fort Smith Goes On the Air

Mayor Pace cuts the ribbon. News Editor Lou Martin is at left, Rabbi Ernst Grey at right. In background are Hiram Nakdimen (l), secretary-treasurer, and Ed Harvey, program director.

* * *

KWHN's studios and Radio Center in Fort Smith, Ark., were opened with elaborate ceremonies late last month. The fulltime station is on 1320 kc, with 5 kw, licensed to KWHN Broadcasting Co.

Present and participating in the opening broadcast were: Allen Whiteside, KWHN president; Edd Lemon, WKY Oklahoma City; Marcus Cohn of Cohn & Marks, Washington law firm; Mayor Jack Pace and religious civic, labor and Army and Navy representatives.

During the ceremonies the staff was introduced, including: Cliff Goodman, of WMC Memphis, station manager; Ed Harvey, of WBAL Baltimore, program director; Bruce Dennis, chief engineer; Jack Clark, farm director.

As souvenirs of the opening, KWHN sent out the "KWHN Album" with a Gay Nineties motif. The booklet contains pictures of KWHN's Radio Center and the old Opera House across the street, and contrasts the two. The Album was sent to advertising agencies and executives.

The station also mailed a farm folder, describing that service to 5,000 farm families in Western Arkansas and Eastern Oklahoma, the KWHN coverage area.

Form UN Group

COMMITTEE of U. S. Broadcasters at the United Nations has voted to encourage foreign radio representatives to present their UN coverage problems to the American group, it was announced last week. Wells Church, CBS director of news broadcasts, is chairman of the committee. Albert Grobe of WQXR New York has been named head of a sub-committee on organization. Robert S. Wood, WOR New York, is chairman of the rules and regulations subcommittee, and John McTigue of ABC is public relations officer.

College Athletics Telecasts Studied

Eastern Conference Launches Plan for 'United Front'

FORMATION of a committee to study the relation of television to college athletic events was voted at a meeting of the Eastern College Athletic Conference in New York last week. This followed by a week similar action by the National Baseball League.

The committee, of which Ralph Furey, Columbia U. athletic director, probably will be ex-officio chairman, is expected to outline plans for cooperation with other regional college athletic groups to present a "united front" in handling the video situation.

Mr. Furey, who is president of the ECAC, declared that "in the final analysis the television problem will have to be dropped into the lap of the National Collegiate Athletic Assn., which meets here (New York) next month."

A television symposium among the college athletic directors attending last week's conference was led by H. Jamison Swarts of the U. of Pennsylvania. Penn's football games have been telecast for the last two seasons. Mr. Swarts maintained that in the future television will cut seriously into college grid gate receipts, especially when the weather is bad. (Penn's football attendance at home games has ranked near the top for the nation for several years.)

Conversely, Mr. Swarts pointed out that radio broadcasts of college games were originally forbidden by the Eastern Intercollegiate Football Assn. which a short time later recinded its ban, leaving such decisions to the individual colleges.

NBC has scheduled elaborate series of programs for Christmas Eve starting with description of tree-lighting ceremony on the White House grounds at 5 p.m. and ending with musical program from Hollywood. President Truman's holiday message will be heard during the 5 p.m. broadcast on Dec. 24.

Lancaster TV Relay

THROUGH the cooperation of the Canastoga County Television Assn., a group of video operators made up of engineers from the RCA tube plant in Lancaster, Pa., executives of the Hamilton Watch Co. in Lancaster, which has no television service, will be able to see the NBC telecast sponsored by Hamilton on Christmas Day. Association has erected a relay station on Walsh Mountain, some 20 miles from Lancaster, and installed special receivers in the cafeteria of the RCA plant, where the watch company officials will view their program as picked up from WPTZ Philadelphia.

WHO
is
"Listened-to-Most"
in 71 *of*
Iowa's 99 Counties
(during daytime)
●
Write for
complete facts!
50,000 Watts
Des Moines
FREE & PETERS, Inc.
Representatives

KFMB
sells
SAN
DIEGO
KFMB is the "listening hub" in Southern California's second greatest market. San Diego leads every city in the country in per capita retail sales. Use the station with the "inside" appeal to 465,720 people within 15 miles of our antenna.
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

FCC Actions

(Continued from page 56)

Applications Cont.:

TV—198-204 mc

KROW Inc., Oakland, Calif.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis 28.2 kw, aur 14.8 kw unl.

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP which authorized new commercial television station to change trans. location, change type equipment and ant. system and extension of commencement and completion dates to 60 days from date of grant and 180 days thereafter.

WOIC Washington, D. C.—Mod. CP which authorized new commercial television station for extension of completion date from 12-23-47 to 6-23-48. Also mod. CP to change equipment and change ant. system.

TV—76-82 mc

Isle of Dreams Bcstg. Corp., Miami, Fla.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis 23.87 kw, aur 12.65 kw and unl.

The Atlanta Journal Co., Atlanta, Ga.—CP new commercial television station on Channel 5 or 8, 76-82 or 180-186 mc, ERP vis 21.6 kw aur 11.375 kw unl.

Modification of CP

WDLT Detroit—Mod. CP, as mod., for extension of completion date from 12-10-47 to 6-10-48.

KSTP-TV St. Paul—Mod. CP, to change trans. location, change studio location, change ERP to vis 24.7 kw aur 17.31 kw, change equipment and ant. and extension of commencement and completion dates to 10 days from date of grant and 180 days thereafter.

TV—210-216 mc

Miami Valley Bcstg. Corp., Dayton, Ohio—CP new commercial television station on Channel 13, 210-216 mc, ERP vis 23.94 kw, aur. 25.2 kw unl.

TV—180-186 mc

Lehigh Valley Bcstg. Co., Allentown, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis 440 w, aur 324 w and unl.

TV—198-209 mc

Wyoming Valley Bcstg. Co., Wilkes Barre, Pa.—CP new commercial television station on Channel 11, 198-204 mc, ERP vis 15.2 kw aur 16 kw unl.

License Renewal

Standard station renewal of licenses accepted for filing from KOPO Tucson, Ariz.; WRHP Tallahassee, Fla.; WILM Wilmington, Del.; WLAP Louisville, Ky.; KWCJ Natchitoches, La.; WTBO Cumberland, Md.; WTOK Meridian, Miss.; KSGM Genevieve, Mo.; KBRL McCook, Neb.; WKXL Concord, N. H.; WKIP Poughkeepsie, N. Y.; KGFF Shawnee, Okla.; WFMJ Youngstown, Ohio; WMAJ State College, Pa.; WRIA Caguas, P. R.; KMHT Marshall, Tex.

TENDERED FOR FILING

Assignment of License

KTOP Topeka, Kan.—Consent to assignment of license to T. Hall Collinson d/b as Collinson Bcstg. Co.

AM—830 kc

WNYC New York—Application for increase in power from 1 kw to 1 kw-N, 5 kw-LS and make changes in DA.

Assignment of License

WCSC WCSC-FM Charleston, S. C.—Consent to assignment of CP and license of standard station and CP of FM station and licenses of remote pickup stations to WCSC Inc.

December 16 Decisions . . .

BY COMMISSION EN BANC

AM—930 kc

Yolo Bcstg. Co., Woodland, Calif.—Granted CP new station 930 kc 1 kw D; engineering cond.

Modification of CP

KWDM Des Moines—Granted mod. CP to make changes in DA and change trans. and studio locations, subject to such interference as may be received from KSAL Salina, Kan., in event its pending application for 5 kw is granted.

WHKC Columbus, Ohio — Granted mod. CP to change type trans., make changes in DA, mount FM ant. on top of AM tower, and extend completion date; engineering cond.

SSA—780 kc

KSPI Stillwater, Okla.—Denied request for special service authorization to operate from 6 a.m. to 7:30 p.m. (CST) on 780 kc 250 w.

Petition Granted

Johnson County Bcstg. Corp., Iowa City, Iowa—Granted petition requesting reconsideration and grant without further hearing of its application and application for new station was granted, 800 kc 1 kw D DA.

Hearing Designated

WBET Brockton, Mass. — Designated for hearing application to increase power from 250 w to 1 kw on 990 kc, in consolidated proceeding with applications of Northeast Radio Inc. and Viking Bcstg. Co. Denied joint petition of Viking and Northeast Radio to remove from hearing and grant applications.

Petition Granted

KRGV Weslaco and Mid-County Bcstg. Co., Port Noches, Tex.—Adopted order granting petition of KRGV insofar as it requests leave to amend its application for increase in power to 5 kw, install DA and change trans. site, operating on 1290 kc; insofar as petition requests reconsideration and grant of application it is denied; and granted petition of KRGV that application of Mid-County Bcstg. Co. for new station 1290 kc 500 w D be designated for hearing in consolidated proceeding with its application above.

Hearing Designated

Brownsville Bcstg. Co., Brownsville, Tex.—Designated for hearing application for new station 1150 kc 1 kw D.

Continental Bcstg. Co. and The Midwestern Bcstg. Co., Toledo, Ohio—Designated for hearing in consolidated proceeding application of Continental Bcstg. Co. and that of Midwestern Bcstg. Co., each requesting new station 1470 kc 1 kw DA unl.

Petition Granted

Northwest Public Services, Kelso, Wash.—Granted petition of Tom Olsen, licensee of KGY Olympia, Wash., requesting that application of Northwest Public Services be designated for hearing because of interference to KGY, and said application for new station 1240 kc 250 w unl. was designated for hearing and KGY made party to proceeding.

Transfer of Control

WISH WISH-FM Indianapolis, Ind.—Granted consent to voluntary transfer of control of Capitol Bcstg. Corp., licensee of WISH and permittee of WISH-FM, from C. Bruce McConnell, Earl H. Schmidt, John E. Messick and Edward W. Harris, to Universal Bcstg. Co. Inc., for sum of $554,000 representing 5625 issued and outstanding sh. capital stock of licensee, subject to surrender, within 15 days, of CP for FM station at Indianapolis presently issued to transferee.

AM—1050 kc

Crookston Bcstg. Co., Crookston, Minn.—Granted CP new station 1050 kc 1 kw D; engineering cond.

Petition Granted

Medford Radio Corp., Medford, Ore.—Adopted order granting petition by Medford Radio Corp., competing assignee, for waiver of that portion of Sec. 1.321(d) of rules requiring petitioner to file with Commission contract for assignment of KMED from Mrs. Virgin to petitioner within 30 days from date of final decision, and time within which contract need be filed with Commission between Mrs. Virgin and petitioner assigning license of KMED and FM CP is extended for period of 60 days from Oct. 29, 1947, date of decision. (Comr. Jones dissenting).

Hearing Designated

WMIK Middlesboro, Ky.—Adopted order designating for hearing petition of WMIK requesting reinstatement of CP granted to it on Dec. 5, 1946, in consolidation with hearing to be held in matter of revocation proceeding of station WWPN, to determine with more particularity facts and circumstances relating to certain allegations set forth in order.

WWPN Middlesboro, Ky.—Adopted order designating for hearing on matters specified in Commissions order of revocation dated Oct. 16, commencing Jan. 15, 1948, at Washington, D. C.; further ordered that said hearing testimony also be taken concerning facts and circumstances surrounding (a) agreement dated Jan. 20, 1947, between partners in Pinnacle Bcstg. Co. and stockholders of Middlesboro Bcstg. Co. and (b) filing of application by permittee of WWPN for voluntary assignment of its CP to Smithfield Bcstg. Co.; ordered further that petition of WWPN requesting suspension of time limits for commencement and completion of construction of station is granted, and that said time limits be suspended until further notice.

Petition Granted

Charlotte Bcstg. Co., Charlotte, Mich.—Adopted order granting petition of Charlotte Bcstg. Co. requesting that its application for new station be consolidated for hearing with applications of Central Michigan Radio Corp. and WILS; designated for hearing application for new station 1320 kc 1 kw DA unl., in consolidated proceeding to be held in Washington Dec. 19, and made Kankakee Daily Journal Co., licensee of WKAN Kankakee, Ill., party to proceeding, and further ordered that Commission's order of Nov. 20, designating Central Michigan and Lansing Bcstg. Co. applications for hearing, be amended to specify King-Trendle Corp. as licensee of station WOOD in lieu of Liberty Bcstg. Inc., and to include application of Charlotte Bcstg. Co.

Petition Denied

KERS Elko, Nev.—Denied petition requesting waiver of publication requirements of AVCO rule (Sec. 1.321) with respect to proposed assignment of permit from Herschel Bullen to Elko Bcstg. Co., corporation.

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Denied petition for reconsideration and grant without hearing application for new station; hearing to be on sole issue of determining whether application meets Commission standards particularly in respect to coverage.

Action Set Aside

KHON Honolulu, T. H.—Set aside Commission action of Nov. 28, 1947, in granting consent to transfer of control from Ralph M. Fitkin to Louis Roy Turner; ordered that publication will be required under Rule 1.321 for that application as well as application requesting consent to transfer of control of KHON from James C. Hardy to Webley E. Edwards.

Petition Granted

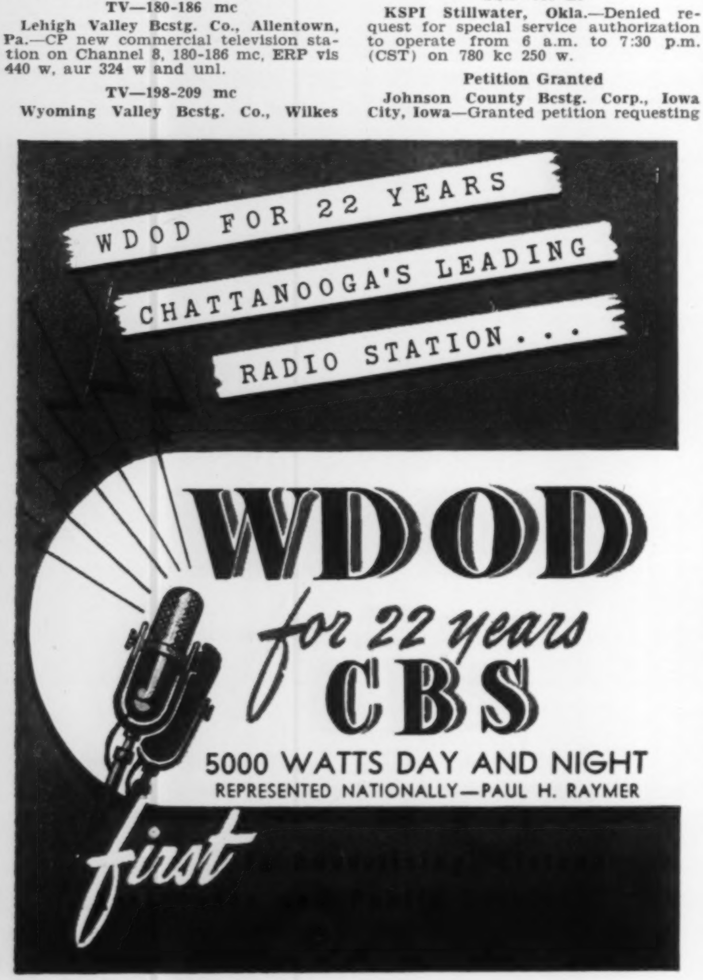
KANS and KAKE Wichita, Kan.—Adopted memorandum opinion and order granting petition of KANS for reconsideration and grant, and granted application of KANS to change from 1240 to 1480 kc, and increase power from 250 w unl. to 1 kw-N 5 kw-LS, DA-DN, subject to approval of proposed trans. site and ant. system by CAA and further provided that no operation of KANS on 1480 kc shall take place until KAKE begins operation on 1240 kc; further ordered that application of KAKE be granted to change operation from 1490 kc to 1240 kc, with 250 w unl., subject to condition that no operation of KAKE on 1240 kc shall take place until KANS begin operation on 1480 kc. (Comr. Walker not participating.)

December 17 Decisions . . .

DOCKET CASE ACTIONS

Announced order setting aside and vacating decision of Oct. 21, 1947, in New York FM cases and ordered oral argument before Commission en banc on Jan. 12, 1948, and that parties address themselves not only to proposed decision of April 9, 1947, but to findings of fact and conclusions of law contained in Oct. 21 decision and contentions raised in petitions for rehearing. Any party desiring to file a brief may do so within 20 days.

Announced order setting aside and vacating decision of Sept. 5, 1947, in Brockton, Mass., AM cases and ordered oral argument before Commission en banc on Jan. 12, 1948, and that parties address themselves not only to



WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

97.9 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

TESTING General Electric's model 901 large-screen television receiver which is expected to reach dealers in video cities soon are two GE engineers, D. W. Pugsley (l) and R. F. Foster. New set (list price, $2,250) also includes AM, FM and shortwave radio and an automatic phonograph.

proposed decision of March 24, 1947, but to findings of fact and conclusions of law contained in Sept. 5 decision, and to contentions raised in petitions for rehearing. Any party desiring to file a brief may do so within 20 days.

BY THE SECRETARY

KTLW Texas City, Tex.—Granted mod. CP to change studio location.

KATE Albert Lea, Minn.—Granted CP install new vertical ant. and new trans., and to change trans. and studio locations.

KOMW Omak, Wash.—Granted license for new station 680 kc 1 kw D.

WDBJ-FM Roanoke, Va. — Granted mod. CP to extend completion date to 4-1-48.

KYNO Fresno, Calif.—Granted license for new station 1300 kc 1 kw DA unl. and to change studio location.

Following were granted mod. CPs for extension of completion dates as indicated: WLAK Lakeland, Fla., to 2-1-48; WUOA Tuscaloosa, Ala., to 5-27-48; KSD-FM St. Louis, to 3-16-48; WHYN-FM Holyoke, Mass., to 5-1-48; KJBS-FM San Francisco, to 6-30-48; WMFR-FM High Point, N. C., to 1-30-48; WMLL Evansville, Ind., to 4-20-48; KMPC-FM Los Angeles, to 7-1-48; WFRS Grand Rapids, to 3-4-48; KOMB Los Angeles, to 1-27-48; WCLR Clearfield, Pa., to 3-12-48; KRCC Richmond, Calif., to 5-30-48; WLPM-FM Suffolk, Va., to 3-28-48; WTAD-FM Quincy, Ill., to 3-30-48; KGNC-FM Amarillo, Tex., to 7-1-48; WGYN New York, to 3-1-48; WFBR-FM Baltimore, to 3-31-48; WFBC-FM Greenville, S. C., to 2-28-48; WWDX Paterson, N. J., to 3-15-48; WBOC-FM Salisbury, Md., to 3-14-48; KIMV Hutchinson, Kan., to 7-1-48; WESB-FM Bradford, Pa., to 4-1-48; WJLB-FM Detroit, to 5-1-48; WDAK-FM Columbus, Ga., to 3-30-48; WFBG-FM Altoona, Pa., to 2-1-48; KVMC-FM Vernon, Tex., to 1-26-48; WMBR-FM Jacksonville, Fla., to 3-25-48; KIDO-FM Boise, Ida., to 3-11-48; KMIB Belton, Tex., to 3-15-48; KNX-FM Hollywood, Calif., to 3-28-48; KWJJ Portland, Ore., to 3-31-48; KFBK Sacramento, to 6-29-48; KGFM Great Falls, Mont., to 6-29-48.

WCOM Parkersburg, W. Va.—Granted license for new station 1230 kc 250 w unl.

KSTA Coleman, Tex.—Granted license for new station 1000 kc 250 w D.

KOKX Keokuk, Iowa—Granted license for new station 1310 kc 250 w D.

KTXL San Angelo, Tex.—Granted license for new station 1340 kc 250 w unl.

WHUC Hudson, N. Y.—Granted license for new station 1230 kc 250 w unl.

WSWN Belle Glade, Fla.—Granted mod. CP change type trans.

WHBC Canton, Ohio—Granted CP install old main trans. for aux. purposes with 1 kw DA-N.

KRAM Las Vegas, Nev.—Granted mod. CP to make changes in vertical ant., change trans. location and studio location.

KESD-FM San Diego, Calif.—Granted mod. CP to extend completion date to 3-5-48.

KHJ-FM Los Angeles—Granted mod. license to change name to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System. Same for KTSL Los Angeles, W6XAO W6XDU W6XNO area Los Angeles, KABB San Francisco, KDB Santa Barbara, KFRC San Francisco, KGB San Diego, KHJ Los Angeles.

KIOA Des Moines, Iowa—Granted mod. CP to change type trans.

KDSH Boise, Ida.—Granted mod. CP to change type trans. and changes in ant.

Following were granted mod. CPs for extension of completion dates as indicated: WRGA Rome, Ga., to 2-29-48; KEIO Pocatello, Ida., to 6-29-48; KFXM San Bernardino, Calif., to 2-13-48; KSAL Salina, Kan., to 6-1-48; WSSB Durham, N. C., to 1-27-48; WFRB Utica, N. Y., to 5-9-48; WEHS Chicago, to 5-1-48; WICA Ashatabula, Ohio, to 6-28-48; WMAW Milwaukee, Wis., to 2-15-48; KSBW Salinas, Calif., to 3-5-48; WFHR-FM Wisconsin Rapids, to 4-25-48; KIXL-FM Dallas, Tex., to 5-30-48; WNXC Lima, Ohio, to 3-22-48; WRCM New Orleans, to 5-27-48; KMED-FM Medford, Ore., to 3-1-48; WHMA-FM Anniston, Ala., to 6-23-48; KCVN Stockton, Calif., to 2-1-48; KRED Eureka, Calif., to 2-22-48.

December 17 Applications . . .

ACCEPTED FOR FILING

License for CP

WGWD Gadsden, Ala.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WKAB Mobile, Ala.—License to cover CP, as mod., which authorized new standard station, and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJJJ Montgomery, Ala.—Mod. CP which authorized new standard station, to change type trans. and to specify studio location.

AM—910 kc

John C. Mullens, Phoenix, Ariz.—CP new standard station 920 kc 1 kw D. Amended to change name of applicant from John C. Mullens to Desert Bcstg. Co. Inc., change frequency from 920 kc to 910 kc, increase 1 kw to 5 kw, change hours from D to unl., change type trans., install DA-N and change trans. site.

License for CP

KXAR Hope, Ark.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—870 kc

KIEV Glendale, Calif.—Authority to determine operating power by direct measurement of ant. power.

AM—680 kc

KNBC San Francisco—CP install new vertical ant.

License for CP

KGYW Vallejo, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WWDC Washington, D. C.—License to cover CP which authorized to make changes in vertical ant., mount FM ant. on top of AM tower and move synch. amp. and make changes in ground system and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJAX Jacksonville, Fla.—Mod. CP which authorized increase power, install DA-N, for extension of completion date.

License for CP

WWPB Miami, Fla.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WIOD Miami, Fla.—Mod. CP which authorized make changes in DA and mount FM ant. on top of AM tower, for extension of completion date.

License for CP

WHOO Orlando, Fla.—License to cover CP, as mod., which authorized new standard station, specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

WJNO West Palm Beach, Fla.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WSB Atlanta, Ga.—License to cover CP, as mod., which authorized install new trans. and authority to determine operating power by direct measurement of ant. power.

AM—1060 kc

WIBV Belleville, Ill.—CP increase 250 w to 1 kw and make changes in trans. equipment.

License for CP

WLBK DeKalb, Ill.—License to cover CP which authorized new broadcast station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJPS Evansville, Ind. — Mod. CP which authorized new standard station for extension of commencement and completion dates.

WLOI LaPorte, Ind.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—940 kc

Eastern Indiana Radio Corp., Muncie, Ind.—CP new standard station 940 kc 250 w D.

Modification of CP

WTCJ Tell City, Ind.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

KICM Mason City, Iowa—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

License for CP

KIND Independence, Kan.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WEEZ New Orleans, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WBMD Baltimore—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

WCMD Cambridge, Md.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

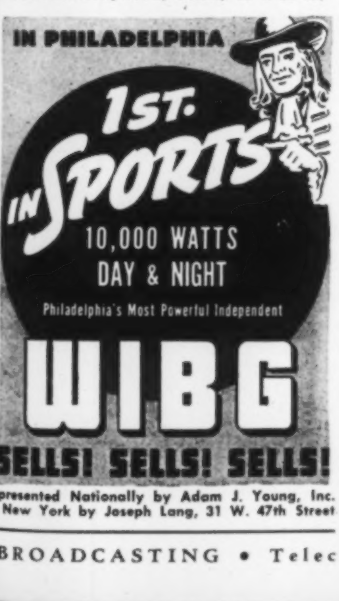
WSID Essex, Md.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WTTH Port Huron, Mich.—License to cover CP, as mod., which authorized new standard station.

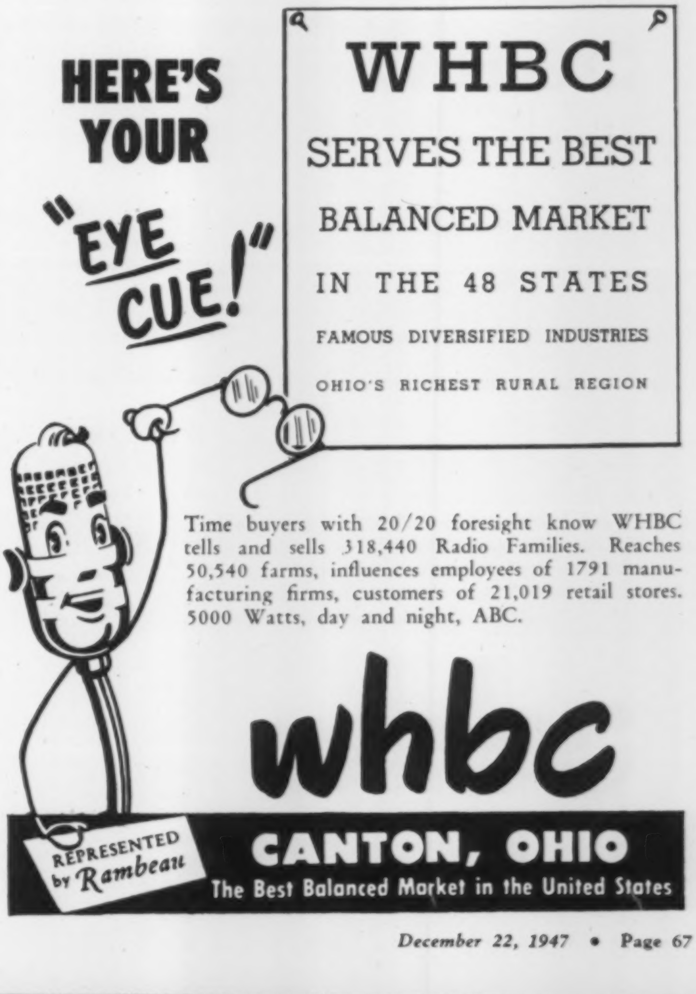
WEVE Eveleth, Minn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KREI Farmington, Mo.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

(*Continued on page 68*)



epresented Nationally by Adam J. Young, Inc.
n New York by Joseph Lang, 31 W. 47th Street



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MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President

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General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

FCC Actions

(Continued from page 67)

Applications Cont.:

Modification of CP

KSD St. Louis—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change in trans. location, for extension of completion date.

License for CP

KWRN Reno, Nev.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFPG Atlantic City, N. J.—Mod. CP which authorized to install new ant. and change trans. location, for extension of completion date.

License for CP

WNJR Newark, N. J.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WDOS Oneonta, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WVET Rochester, N. Y.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of License

WGNI Wilmington, N. C.—Mod. license to change main studio location.

Modification of CP

KWBM Williston, N. D.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

WCOL Columbus, Ohio—Mod. CP, as mod., which authorized install FM ant. on AM tower, for extension of completion date.

SSA—910 kc

WPFB Middletown, Ohio — Special service authorization to operate on 910 kc 1 kw-D 100 w-N unl. for period not to exceed license period.

License for CP

WPTW Piqua, Ohio—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WLEC Sandusky, Ohio—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KWIL Albany, Ore.—License to cover CP, as mod., which authorized to make changes in vertical ant. and mount FM ant. on top of AM tower, and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

KBND Bend, Ore.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KOAC Corvallis, Ore.—License to cover CP, as mod., which authorized increase power, make changes in DA and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WKVM Arecibo, P. R.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. and studio locations, for extension of completion date.

AM—1540 kc

Voice of Little Rhody, Newport, R. I.—CP new standard station 1540 kc 1 kw D.

AM—1400 kc

WCOS Columbia, S. C.—CP install new vertical ant. and change trans. location.

Modification of CP

WAIM Anderson, S. C.—Mod. CP, as mod., which authorized install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WIS Columbia, S. C.—Mod. CP, as mod., which authorized install new trans. and mount FM ant. on No. 2 AM tower, for extension of completion date.

WVRA Orangeburg, S. C.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

SSA—1030 kc

KWBU Corpus Christi, Tex.—Extension of special service authorization to operate on 1030 kc 50 kw non-DA, during hours from local sunrise at Boston to local sunset at Corpus Christi. Period not to exceed six months from 12-15-47.

AM—710 kc

KURV Edinburg, Tex.—CP increase power from 250 w D to 1 kw DN, change hours from D to unl., install new trans. and DA-N.

License for CP

KREL Goose Creek, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KTRE Lufkin, Tex.—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTAE Taylor, Tex.—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—1230 kc

KCMC Texarkana, Tex.—CP reinstate application which authorized to make changes in vertical ant., mount FM ant. on top of AM tower and change trans. location.

License for CP

WSKI Montpelier, Vt.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1270 kc

Winchester Bcstg. Corp., Winchester, Va.—CP new standard station 1270 kc 1 kw D. AMENDED re change in officers, directors and stockholders.

License for CP

KWRT Renton, Wash.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WLOH Princeton, W. Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—98.3 mc

Lake Bcstg. Co., Leesburg, Fla.—CP new FM station (Class A) on Channel 252, 98.3 mc, ERP 1 kw.

Modification of CP

WAGA-FM Atlanta, Ga.—Mod. CP which authorized new FM station, to change ERP to 50 kw, make changes in ant. and extension of commencement and completion dates.

WKIL Kankakee, Ill.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFAM-FM Lafayette, Ind.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WPAG-FM Ann Arbor, Mich.—Same.

WUSJ Lockport, N. Y.—Mod. CP which authorized new FM station to change trans. site, ERP to 809 w, ant. height above average terrain to 271.5 ft., change studio location, make changes in ant. system and change commencement and completion dates.

WFSS Long Island, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WGPA-FM Bethlehem, Pa.—Same.

WNIQ Uniontown, Pa.—Same.

KAMT College Station, Tex.—Mod. CP which authorized new FM station to change type station to Class A, frequency to "to be assigned by FCC," specify trans. site, type trans., ERP as 227 w, ant. height above average terrain as 272 ft. and specify ant. system.

TV—192-198 mc

Pearl Lemert, Bakersfield, Calif.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis and aur 1 kw, unl.

Assignment of CP

KLAC-TV Los Angeles — Assignment of CP to KMTR Radio Corp.

TV—76-82 mc

Hawley Bcstg. Co., Reading, Pa.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis 4 kw aur 0.338 kw, unl.

TV—192-198 mc

Texas Television, Dallas, Tex.—CP new commercial television station on Channel 10, 192-198 mc, ERP vis 30.24 kw aur 15.925 kw, unl.

Remote Pickup

The Ohio State University, area of Columbus, Ohio—CP install new trans. and increase power remote pickup WSOH.

TENDERED FOR FILING

AM—1340 kc

Murl Edmund Fulk, Glendale, Ariz.—CP new standard station 1340 kc 250 w unl. (Contingent on KRUX Glendale, Calif., being granted change in facilities).

AM—1460 kc

Carmi Bcstg. Co., Carmi, Ill.—CP new standard station 1460 kc 1 kw unl. DA-N.

Modification of CP

WBCK Battle Creek, Mich.—Mod. CP change proposed trans. location and for approval of ant.

AM—1480 kc

KGCX Sidney, Mont.—CP increase 1 kw to 5 kw and install DA-DN.

AM—630 kc

Edmond H. Smith Jr., Hickory, N. C.—CP new standard station frequency 630 kc 1 kw D.

Transfer of Control

WETB Johnson City, Tenn.—Consent to transfer of control to Press Inc.

Stock Transfer

KSST Sulphur Springs, Tex.—Consent to transfer of stock in licensee corporation from Howard S. Smith, Howard Hicks, R. E. Pratt, Ross Bohannon and John A. Hicks, to Earl Fletcher, Truett Kimzey, Jack C. Elliott, Wm. N. Edwards and J. Warren Day.

Modification of CP

Norfolk Bcstg. Corp., Norfolk. Va.—Mod. CP change hours from D to unl., frequency from 1220 kc to 1230 kc and approval of ant. and trans. location.

License Renewal

Applications filed for renewal of following television stations: Allen B. DuMont Labs. Inc.—W3XHC W3XHD area of Washington, D. C., W2XVT area Clifton, N. J., W2XEM W2XNG W2XQW W2XQX area of New York; National Bcstg. Co. Inc.—W3XJA area of Washington, D. C., WNBT New York, W2XBT W2XSE W2XWJ area of New York; Zenith Radio Corp.—W9XZC W9XZV Chicago; Radio Corp. of America, W3XAD W3XEP area of Camden, N. J.; Columbia Bcstg. System Inc.—WCBS-

The Swing is to WHB in Kansas City

WHB
Kansas City

• MUTUAL NETWORK

COMING! • FULL TIME

• 5000 WATTS

• 710 KILOCYCLES

YOU CAN HEAR THE DIFFERENCE

WMPS
MEMPHIS

68 On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

YOU CAN HEAR THE DIFFERENCE

Show Goes On!

LUNCHEON AT SARDI's was served a la fire department last week. While Bill Slater and his undaunted program guests groped about by flashlight during the 1-1:30 p.m. show broadcast over WOR New York, a three-alarm blaze sent flames whipping around Sardi's kitchen. The lack of electric current discouraged visitors, but only inspired the cast. WOR engineers supplied their own power, and the show went on.

TV New York, W2XCS W2XLU W2XSA area of New York; Philco Television Bcstg. Corp. — WPTZ Philadelphia, W3XPD W3XPE W3XPG W3XPH W3XPI W3XPK area of central and northeast Maryland, southeast Pennsylvania and Washington, D. C., W10XAD W10XAF W10XPA W10XPR area of Washington, D. C., Philadelphia and New York.

December 18 Decisions . . .

BY COMMISSION EN BANC

Conditional Grants

Authorized conditional grants for one Class A and four Class B FM stations. Granted requests of four Class A and one Class B station to vacate grants. Authorized CPs for three Class A and nine Class B FM stations; also CPs in lieu previous cond. for six Class B outlets (see story this issue).

WFEA and aux. Manchester, N. H.—Granted renewal of license for period ending Nov. 1, 1950.

KATL Houston, Tex.—Same.

KPBX Beaumont, Tex.—Same.

KINY Juneau, Alaska—Same (Comr. Durr for hearing).

WPAB Ponce, P. R.—Designated for hearing application for renewal of license, and extended present license to June 1, 1948, pending decision in this case.

WKLF Clanton, Ala.—Granted assignment of CP from J. Kelley Robinson, J. S. Robinson and Hugh I. Webb, d/b as Southeastern Bcstg. Co. to Southeastern Bcstg. Co. Inc. No monetary consideration involved. Ownership is unchanged.

WHAR Clarksburg, W. Va.—Granted voluntary assignment of license from Glacus G. Merrill and Andrew Kovlan d/b as Mountain State Bcstg. Co. to Mountain State Bcstg. Co. Inc., newly formed West Virginia corporation of same interest.

WJEL and WJEM Springfield, Ohio—Granted voluntary assignment of license of AM station WJEL and conditional grant of FM station from Delbert Joseph Parsons, John Edward Harwood and Bill Erin, a partnership, to Champion City Bcstg. Co., an Ohio corporation of same people.

Suwannee Bcstg. Co. Inc., Live Oak, Fla.—Granted CP new station 1220 kc 250 w D; engineering cond.

The Bristol Bcstg. Corp., Bristol, Conn.—Granted CP new station 1440 kc 500 w D; engineering cond.

Roxboro Bcstg. Co., Roxboro, N. C.—Designated for hearing application for new station 1230 kc 100 w unl. and made WMFR High Point and WCBT Roanoke Rapids parties to proceeding.

Community Bcstg. Service, Aliquippa, Pa.—Designated for hearing application for new station 990 kc 250 w D and ordered WWSW Pittsburgh be made party to proceeding.

Inland Bcstg. Corp., Charles City, Iowa—Designated for hearing application for new station 1580 kc 250 w D.

Independent Bcstg. Service, Oak Park, Ill.—Designated for hearing application for new station 1350 kc 500 w D DA and made WJOL Joliet, Ill., party to proceeding.

WHOM Jersey City, N. J.—Granted mod. CP to change trans. location and make changes in DA; engineering cond. (Comr. Jones for hearing).

WJBK Detroit and WABJ Adrian, Mich.—Designated for hearing in consolidated proceeding application of WJBK to change from 1490 kc to 1500 kc, 250 w to 10 kw DA unl. and application of WABJ to change from 1500 kc 250 w D to 1490 kc 250 w unl., and made WMRN Marion, Ohio, party to proceeding.

KFDM Beaumont, Tex. — Adopted memorandum opinion and order denying petition of KFDM for reconsideration of action taken Aug. 21, 1947, by board of Commissioners, mod. action of Commission of Feb. 22, 1947, (which granted without hearing application of petitioner, so as to make it conditional upon acceptance of interference in certain proposed operations), and said action of board of Commissioners is affirmed.

December 18 Applications . . .

ACCEPTED FOR FILING

License for CP

WKLF Clanton, Ala. — License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWAK Stuttgart, Ark.—Mod. CP, as mod., which authorized new standard station to make changes in trans. and change from 1240 kc to 1230 kc.

KMYC Marysville, Calif.—Mod. CP, as mod., which authorized to make changes in trans., install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

KRNO San Bernardino, Calif.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1360 kc

The Mount Carmel Bcstg. Co., Mount Carmel, Ill.—CP new standard station 1560 kc 250 w D. AMENDED to change from 1560 kc to 1360 kc, increase 250 w to 500 w and change type trans.

Assignment of License

KWHK Hutchinson, Kan.—Voluntary assignment of license from James E. Murray to KWHK Bcstg. Co. Inc.

Modification of CP

KJAY Topeka, Kan.—Mod. CP, as mod., which authorized new standard station to change power from 5 kw D 1 kw N to 5 kw DN and specify studio location.

License for CP

WSFC Somerset, Ky.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WJBO Baton Rouge, La.—Mod. CP, as mod., which authorized change in trans. location and install FM ant. on top of center element of DA, for extension of completion date.

AM—1450 kc

WNOE New Orleans—Authority to determine operating power by direct measurement of ant. power.

Program Authority

Evangelistic Mission, Pontiac, Mich.—Authority to transmit programs from Pontiac, Mich. to Canadian station CKLW Windsor, Ontario.

AM—950 kc

Boone County Bcstg. Co., Columbia, Mo.—CP new standard station 950 kc 1 kw (DA-1) unl. AMENDED to change trans. location and studio location.

Modification of CP

WFLB Fayetteville, N. C.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

Assignment of License

WJMO Cleveland—Voluntary assignment of license from W. J. Marshall to WJMO Bcstg. Co.

License for CP

WHBC South Canton, Ohio—License to cover CP which authorized install old main trans. for aux. 1 kw DA-N.

Assignment of License

WPIT Pittsburgh—Voluntary assignment of license from John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Merdian, partners d/b as Liberty Bcstg. Co. to WPIT Inc.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP, as mod., which authorized increase power, changes in trans., install DA-DN (DA-1) and change trans. location, to make changes in trans.

WVEC Hampton, Va.—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations.

WGH Newport News, Va.—Mod. CP, as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, to make changes in vertical ant.

License for CP

WHLF South Boston, Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WJPG Green Bay, Wis.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KFSA-FM Fort Smith, Ark.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KFPW-FM Fort Smith, Ark.—Same.

WCON-FM Atlanta, Ga.—Same.

WGST-FM Atlanta, Ga.—Same.

WKRS Waukegan, Ill.—Same.

KSTP-FM St. Paul, Minn.—Same.

License for CP

KENO-FM Las Vegas, Nev.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WBBB-FM Burlington, N. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WFMY Greensboro, N. C.—Same.

KOIN-FM Portland, Ore.—Same.

WCED-FM DuBois, Pa.—Same.

WMCK-FM McKeesport, Pa.—Same.

WCAU-FM Philadelphia—Same.

KQV-FM Pittsburgh—Same.

Assignment of CP

WPIT-FM Pittsburgh—Voluntary assignment of CP to WPIT Inc.

License for CP

WPIC-FM Sharon, Pa.—License to cover CP, as mod., which authorized new FM station.

TV—210-216 mc

South Bend Tribune, South Bend, Ind.—CP new commercial television station on Channel 13, 210-216 mc, ERP vis 0.83 kw, aur 0.565 kw unl.

(*Continued on page 70*)

Greetings
of the Season

WCHS
Charleston, W. Va.

RADIO
WOW
OMAHA
NBC
AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE,. OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

Showmanship
— in Programming
— in Merchandising
— in Promotion
That's what keeps listeners tuned in
—and keeps KDYL advertisers happy!
National Representative
JOHN BLAIR & CO.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION

FCC Actions

(*Continued from page 69*)

Applications Cont.:

Modification of CP

WSAP-FM Portsmouth, Va.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WLEE-FM Richmond, Va.—Same.

WRNL-FM Richmond, Va.—Same.

TV—198-204 mc

Summit Radio Corp., Akron, Ohio—CP new commercial television station on Channel 11, 198-204 mc, ERP vis 31 kw, aur 16.37 kw unl.

TV—192-198 mc

WPIT Inc., Pittsburgh—CP new commercial TV station on Channel 10, 192-198 mc, ERP vis and aur 28.3 kw unl.

A. H. Belo Corp., Dallas, Tex.—CP new commercial TV station on Channel 10, 192-198 mc, ERP vis 17 kw, aur 18 kw unl.

TENDERED FOR FILING

Modification of License

WDLP Panama City, Fla.—Mod. license change from DA-DN to DA-N.

AM—1540 kc

Sarasota Bcstg. Co., Sarasota, Fla.—CP new standard station 1540 kc 1 kw D.

SSA—830 kc

WNYC New York—Request for SSA 830 kc 1 kw from 6 a.m. to 10 p.m. EST with DA from sundown, Minneapolis, to sign-off. Period of time, six months from March 2, 1948, or until such time as final determination has been made in clear channel hearing.

Modification of CP

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Mod. CP to change from DA-DN to DA-N using 1 kw on 1150 kc.

WHJB Greensburg, Pa.—Mod. CP to make changes in DA and ground system.

Hearings Before FCC . . .

DECEMBER 22

AM—Hearing

Anderson Bcstg. Co. Inc., Anderson, S. C.—CP 1070 kc 1 kw D.

Carolina Bcstrs., Anderson, S. C.—Same.

WJMR New Orleans—Mod. license 990 kc 250 w unl.

DECEMBER 23

AM—Hearing

Foundation Co. of Washington, Washington, D. C.—CP 580 kc 5 kw unl. DA.

Party respondent: WQQW Washington; Intervenors: WHP Harrisburg, Pa., and WIAC San Juan, P. R.

WCOP Boston and Jr. Achievement Co. are conducting weekly shortwave broadcast to Europe via WRUL, international shortwave station, to educate children overseas in American methods of radio broadcasting.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,498 licensed, 468 construction permits, 262 applications in pending file, 378 applications in hearing; FM—83 licensed, 249 conditional grants, 713 CPs (of which 280 are on air under special temporary authority), 57 applications pending, 55 applications in hearing; television—six licensed, 65 CPs (of which 11 are on air), 31 applications pending, of which 33 are in hearing.

TV Preview in Boston

BOSTON'S public got an advance look at television last Wednesday when Filene's Department Store provided a day-long video program over 14 sets placed in street floor show windows. Films and store promotion programs were augmented by John Reed King's *Missus Goes a-Shopping*, which was sent to Boston from its originating station, WCBS-TV New York, by AT&T's microwave radio relay circuit between the two cities. As there is no video station in Boston yet, the live program and a couple of films were fed from the phone company's Boston terminal via video loop to the store and then projected on the window sets. Sound synchronization was provided by a special speaker system installed around the building.

Karl A. Hildebrecht

KARL HILDEBRECHT, 35, eastern sales representative of the record department of RCA Victor, was killed Dec. 16 in a motor accident in Philadelphia. He is survived by his wife and three young children.

ADLEW Alone OFFERS
BRAND NEW • 17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPHS
★ WRIST WATCH
★ STOP WATCH
★ TELEMETER
★ TACHOMETER
$29.75 PLUS 10% TAX
Formerly sold for $71.50
Ideal for:
- Doctors
- Radio Men
- Engineers
- Photographers
- Aviators
- Sportsmen

INCABLOC SHOCK RESISTANT FEATURE
- Sweep Second Hand
- Radium Dial
- Anti-Magnetic
- Unbreakable Crystal
- Stainless Steel Back

Also available in 18-k Gold Case. $64.50 (plus 10% tax), formerly $125.
Wrist Watch Enlarged to Show Detail
OUR GUARANTEE: MONEY BACK IN 10 DAYS If not satisfied for any reason
ADLEW JEWELERS Dept. R
117 West 42nd Street, New York 18
Mail orders promptly filled, sent C.O.D. or send check or money order.

FCC Announces Grants for 1 Class A, 4 Class B's; 5 Withdrawals Reported

(*Earlier FM grant story, page 26*)

CONDITIONAL grants for one Class A and four Class B FM stations were announced last Thursday by FCC. At the same time withdrawal of four Class A and one Class B conditional grantees were reported.

This raised total FM grants for the week to four Class A and 10 Class B with the total of grants vacated amounting to four Class A and four Class B.

On Thursday FCC also announced issuance of construction permits for three Class A and nine Class B FM outlets. In addition CPs in lieu of previous conditions were awarded for six Class B stations.

The Copely Press Inc., publisher of the Elgin, Ill., *Courier-News* and the Joliet, Ill., *Herald-News*, was granted its request to vacate Class A grants in both of those cities. The firm stated it does not wish to proceed with construction at this time, reporting that Ira Copley, principal stockholder, died about a month ago. Tri-State Broadcasting Co. vacated its Class A grant for Sioux Falls, S. D., as it has found conditions such that it does not wish to proceed at this time. Firm has an AM application designated for hearing. Sentinel Radio Corp., Evanston, Ill., likewise gave up its Class A grant as circumstances have changed since filing.

John F. Pidcock Sr., licensee of AM station WMGA Moultrie, Ga., was granted request to give up for the present his Class B permit. No reason was cited.

The new conditional grantees:

Pratt, Kan., Tribune Pub. Co.—Class A, proposed Channel 265 (100.9 mc). Firm publishes daily Pratt Tribune.

Corinth, Miss., The Corinth Broadcasting Co. Inc.—Class A, proposed Channel 268 (101.5 mc). Firm is licensee WCMA that city.

Poplar Bluff, Mo., Radio Station KWOC—Class B, proposed Channel 233 (94.5 mc). Grantee is licensee KWOC that city.

Buffalo, N. Y., Western New York Broadcasting Co.—Class B, proposed Channel 277 (103.3 mc). Firm is permittee of new AM station at Kenmore, N .Y.

Tacoma, Wash., Tacoma Broadcasters Inc.—Class B, proposed Channel 243 (96.5 mc). Grantee is licensee of KTBI that city.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is above average terrain):

Modern Bcstg. Co. of Baton Rouge Inc., Baton Rouge, La.—Class B, 104.3 mc (Channel 282), 3 kw, 335 ft.

WREV The Reidsville Bcstg. Co., Reidsville, N. C.—Class B, 102.1 mc (Channel 271), 1.6 kw, 330 ft.

Wm. H. Miller, Painesville, Ohio—Class A, 101.7 mc (Channel 269), 970 w, 170 ft.

WBUT Eagle Printing Co. Inc., Butler, Pa.—Class A, 103.9 mc (Channel 280), 600 w, 310 ft.

WESC-FM Greenville Bcstg. Co., Greenville, S. C.—Class B, 92.5 mc (Channel 223), 12 kw, 360 ft.

WBFK George M. Hughes, Florence, S. C.—Class B, 94.1 mc (Channel 231), 14 kw, 485 ft.

Scripps-Howard Radio Inc., Knoxville, Tenn.—Class B, 103.7 mc (Channel 279), 280 kw, 600 ft.

KECK-FM Ector County Bcstg. Co., Odessa, Tex.—Class B, 97.5 mc (Channel 248), 1.7 kw, 400 ft.

KABC-FM The Alamo Bcstg. Co., San Antonio, Tex.—Class B, 97.3 mc (Channel 247), 31 kw, 350 ft.

KNOW-FM Frontier Bcstg. Co. Inc., Austin, Tex.—Class B, 95.5 mc (Channel 238), 52 kw, 420 ft.

WACO-FM Frontier Bcstg. Co. Inc., Waco, Tex.—Class B, 98.7 mc (Channel 254), 48 kw, 320 ft.

KOPP-FM James B. Littlejohn, Ogden, Utah—Class A, 103.9 mc (Channel 280), 480 w, minus 160 ft.

The following were authorized CPs in lieu of previous conditions:

WAFM Voice of Alabama Inc., Birmingham, Ala.—Class B, 99.5 mc (Channel 258), 515 kw, 840 ft.

WCSI Syndicate Theatres Inc., Columbus, Ind.—Class B, 93.7 mc (Channel 229), 71 kw, 250 ft. and for extension of completion date.

WMSA-FM The Brockway Co., Messena, N. Y.—Class B, 105.3 mc (Channel 287), 13 kw, 335 ft.

WGBR-FM Eastern Carolina Bcstg. Co. Inc., Goldsboro, N. C.—Class B, 93.3 mc (Channel 227), 35 kw 360 ft.

WEAL Ohio-Michigan Bcstg. Corp., Toledo, Ohio—Class B, 107.9 mc (Channel 300), 65 kw, 220 ft.

WFLN Franklin Bcstg. Corp., Philadelphia—Class B, 95.7 mc (Channel 239), 20 kw, 500 ft.

3 Stations Win Plaques For Promotion Activity

THREE Midwestern stations, WBOW Terre Haute, Ind., WCHS Charleston, W. Va., and WMBD Peoria, Ill., have been awarded plaques for "outstanding skill and ingenuity" in exploiting the daytime serial, *Linda's First Love*.

The Kroger Co., Cincinnati, promoted the contest in conjunction with its current advertising campaign, and all 27 stations carrying the show participated in the promotion by using courtesy announcements, station breaks, quarter and half hour shows, etc.

Stations receiving Honorable Mention certificates were WBNS Columbus, Ohio, WLW Cincinnati, WOOD Grand Rapids, Mich., and WOWO Fort Wayne, Ind. Bruce Robertson, senior associate editor in the New York bureau of BROADCASTING, assisted in judging the contest.

Merry Christmas
KFXJ

Four Stations Transfer Cases Are Given Approval of FCC

APPLICATIONS for consent to transfer of KTOP Topeka, Kan.; KVOX Moorehead, Minn., and associated KVOX-FM Fargo, N. D., and WGNR (FM) New Rochelle, N. Y., have been filed with FCC. Considerations total $132,000.

Transfers involving no monetary considerations or ownership changes also have been filed at the Commission for four AM outlets, an FM and a television station.

Norville G. Wingate, one-half owner of KTOP (250 w 1490 kc), has retired from radio because of his health and had sold his interest to his partner, T. Hall Collinson, for $34,027.75. Pair have been doing business as Collinson-Wingate Broadcasting Co.

Because they believe local ownership will better serve public interest, three St. Paul businessmen have sold their interests in KVOX (1340 kc 250 w) and KVOX-FM to a group of local residents for sum of $92,000. The retiring owners, David C. Shepard (99 shares), Howard S. Johnson (99 shares), and Richard S. Felhaber (25 shares), dispose of their holdings to E. J. McKellar, owner-operator of E. J. McKellar Co., Fargo, and 25 others. Mr. McKellar would purchase 139 shares while the remainder of 248 shares outstanding would be divided among his associates. None would have more than 10 shares.

Two Vet Owners

Two veterans, Edgar Sandford and Lawrence Goldring, equal owners of WGNR, sell that station to Julian H. Gins, secretary and part owner of Julienne Sportwear, New York, for $6,000. The consideration covers expenses to date and does not involve either equipment or property.

The veterans stated that it has been 1½ years since filing for the outlet and they since have found gainful employment in other fields. They said the risks and further delays before a return of investment is realized do not warrant continuance of WGNR. Mr. Gins stated that if the transfer is granted he would move to New Rochelle, sell his other business interest and begin construction immediately.

The other transfers:

KNAF Fredericksburg, Tex.—Assignment of construction permit from Walter T. McKay and Arthur Stehling, doing business as Gillespie Broadcasting Co., to a new corporation of the same name. Mr. McKay and Mr. Sterling each would have 40% interest while Jerald P. Fisher, station manager, would acquire 20%. No consideration was given in the application. Station is assigned 250 w on 1340 kc.

WLBZ Bangor, Me.—Assignment of license from Maine Broadcasting Co. Inc. to Eastland Broadcasting Co. parent firm. WLBZ (5 kw 620 kc) is interrelated in ownership with WCSH Portland and WRDO Augusta, Me.

KLAC-TV Los Angeles—Assignment of CP from Mrs. Dorothy S. Thackrey to KMTR Radio Corp., solely owned by Mrs. Thackrey.

WJMO Cleveland—Assignment of license from W. J. Marshall, sole owner, to WJMO Broadcasting Co., new firm owned entirely by Mr. Marshall, who is president. David M. Baylor is vice president and James A. Rees, secretary-treasurer. WJMO is assigned 1 kw D on 1540 kc.

WPIT and WPIT-FM Pittsburgh—Assignment of license for AM and CP for FM from John J. Laux, Myer Wiesenthal, Richard Teitlebaum, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles G. Swaringer, Joseph N. Troesch and John L. Merdian to WPIT Inc., new firm owned by same individuals whose interests are not changed. Messrs Troesch and Merdian each have 4.5% while all others each hold 13%. WPIT facilities are 1 kw D on 730 kc.

WETB Johnson City, Tenn.—Transfer of control from East Tennessee Broadcasting Co. to Press Inc., owned by same individuals whose interests remain unchanged. Owners of both firms: Carl A. Jones Jr., 40%; H. L. (Buddy) Jones, 30%, and Mrs. Dorothy Jones Clark, 30%. Press Inc. has made cash advances totaling $60,000 to station, according to application.

Crosley Appoints Allison To Head Its Video Sales

MILTON F. (CHICK) ALLISON has been appointed head of sales and promotion for the television operations of the Crosley Broadcasting Corp. The appointment, according to a joint announcement by James D. Shouse, president, and R. E. Dunville, vice president and general manager of Crosley, represents the firm's first step toward establishing commercial operation of its video stations. Company already has disclosed plans to put its Cincinnati television outlet, WLWT, on a commercial basis early in 1948.

Mr. Allison

Mr. Allison is returning to the Crosley staff after a year and a half as sales manager of WPEN Philadelphia. He was sales promotion manager of Crosley's Cincinnati AM outlet, WLW, from 1940 to 1944. He served as a member of the NAB Retail Promotion Committee in 1943.

Mr. Allison will report to J. R. Duncan, acting director of television operations for Crosley.

WCBS-TV Adds Friday

TELECASTS of the address of Secretary of State Marshall to the nation last Friday, carried by all three New York video stations, inaugurated the addition of Friday to the operating schedule of WCBS-TV, now on the air with programs five evenings a week, Wednesday through Sunday. On Dec. 26 the station will televise the professional tennis matches from Madison Square Garden. WCBS-TV will now telecast about 25 hours a week of program service, plus six hours of test patterns each weekday. Test pattern schedule was recently doubled to assist video servicemen in the installation of new receivers.

Fire Call Aired

IN a Portland, Ore., firehouse KGW's special events director, Bob Thomlinson, was interviewing members of a fire department crew who were face-lifting toys for the community's needy children. While Mr. Thomlinson asked questions the alarm sounded. The firemen dropped their toy repairing and turned to their regular duties. Within 28 seconds they were on their way. Meanwhile Battalion Chief E. L. Boatright, who originated the "Toy and Joymakers" campaign, was on hand to aid the station's pickup of the fire alarm excitement. What started out to be a broadcast about toy mending was transformed into a dramatic broadcast of the fire call.

Philco Corp. '47 Sales

SALES of Philco Corp. in 1947 should run well over $215,000,000, almost three times the 1941 volume, it was announced last week by John Ballantyne, president, in a letter to stockholders accompanying Dec. 12 dividend checks covering the regular quarterly dividend of 37½ cents and a year-end dividend of 50 cents a share.

Editorializing

(Continued from page 15)

tion of the manager; 18% would place it in the hands of an editor; and 17% feel it should rest with the station owner. Only 4% would delegate it to the program manager. Among the other choices were: An editor—under the direction of an editorial board; a local council carefully chosen for equal representation, "no *one* person at any time."

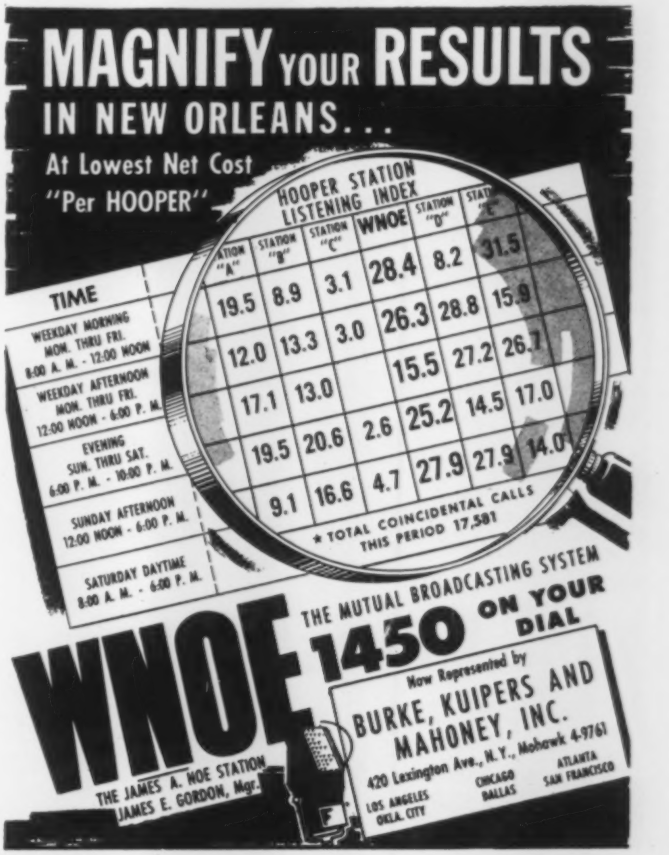
"Do you feel that editorializing would result in added station prestige?" (See Table VI) *

Eight out of ten stations believe that station prestige will gain by editorializing, while 13% disagree. 8% are uncertain or failed to give an opinion.

Table VI

"Do you feel that editorializing would result in added station prestige?"

	% of all respondents
Yes	79
No	13
Don't know	2
No answer	6
TOTAL	100


MAGNIFY YOUR RESULTS IN NEW ORLEANS...
At Lowest Net Cost "Per HOOPER"

HOOPER STATION LISTENING INDEX

TIME	STATION "A"	STATION "B"	STATION "C"	WNOE	STATION "D"	STATION "E"
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. - 12:00 NOON	19.5	8.9	3.1	28.4	8.2	31.5
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON - 6:00 P. M.	12.0	13.3	3.0	26.3	28.8	15.9
EVENING SUN. THRU SAT. 6:00 P. M. - 10:00 P. M.	17.1	13.0		15.5	27.2	26.7
SUNDAY AFTERNOON 12:00 NOON - 6:00 P. M.	19.5	20.6	2.6	25.2	14.5	17.0
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	9.1	16.6	4.7	27.9	27.9	14.0

* TOTAL COINCIDENTAL CALLS THIS PERIOD 17,581

WNOE
THE MUTUAL BROADCASTING SYSTEM
1450 ON YOUR DIAL
THE JAMES A. NOE STATION
JAMES E. GORDON, Mgr.

Now Represented by
BURKE, KUIPERS AND MAHONEY, INC.
420 Lexington Ave., N.Y., Mohawk 4-9761
LOS ANGELES OKLA. CITY
CHICAGO DALLAS
ATLANTA SAN FRANCISCO

INVEST
YOUR
AD
DOLLAR
WCKY's-ly

L. B. Wilson
WCKY
50,000 WATTS
OF
SALES POWER
★ ★ ★

WE'RE
RARIN'
TO GO!!

. . Soon after Dec. 15 our new modern WMGW will be on the air . . . and believe me we can hardly wait to offer the advertiser this rich Crawford County market. Crawford County is the leading dairy producing county in the State of Pennsylvania, and Meadville, our headquarters, is the County Seat of Crawford. You might be interested to know that retail sales in Meadville alone were well over $26,000,000 in 1946. . . A 20% increase for 1947 would place the total sales for the current year at $32,000,000. You can't go wrong in a market like this.

WMGW

Studio & Offices
FIRST NAT'L BANK BLDG.
MEADVILLE, PENNA.
Victor C. Diehm. . .Gen. Mgr.

TWO CITATIONS were received by WNHC New Haven, Conn., as it celebrated its third anniversary early this month. One was an award from the U. S. and Connecticut Junior Chambers of Commerce for station's participation in "Voice of Democracy" contest. Accepting this award is Aldo DeDominicis (second from l), secretary-treasurer of Elm City Broadcasting Corp., WNHC licensee. Presentation was made by Joseph Fitzpatrick (far l), president of Connecticut Jaycees. The second award, a citation from the National Guard for WNHC's special broadcasts during the Guard's recent recruiting drive, was presented by Col. John Chamberlin (far r) to Michael Goode (second from r), brother of WNHC's president, Patrick J. Goode.

New Procedure for Election of NAB Directors-at-Large Voted by Members

NEW procedure for mail election of NAB directors-at-large and directors from even-numbered districts was approved last week by the membership. The vote was 749-9 in favor of an amendment to the By-Laws required by the change of NAB conventions from autumn to spring, according to C. E. Arney Jr., Secretary-Treasurer.

With adoption of the amendment, entirely new procedure for elections will be put into effect. The amendment rounds out an election plan adopted by the membership last summer.

Heretofore nomination and election of district directors has taken place at district meetings, with directors-at-large elected at annual conventions. Directors-at-large and district directors to be elected by mail will take office at the NAB convention in Los Angeles in mid-May.

The new procedure will operate in this manner: Ernst & Ernst will mail nominating forms Feb. 8 with the name of a certified representative for each station in even-numbered districts. Each station in a district will nominate a candidate for director from that district. Nominating forms must be mailed by March 2. On March 15 Ernst & Ernst will mail election forms containing the names of all nominees. Each station will vote for one director to represent its district. (Odd-numbered districts will elect directors for two-year terms starting in 1949.)

Nominating forms for directors-at-large will be mailed Feb. 16. Only representatives of a particular class of station will receive for that class. To be nominated are two directors-at-large for large, two for medium and two for small stations; one for AM (Class A) and one for FM (Class B).

To be nominated, at least five votes must be cast for a candidate. At least four must be nominated for the small, medium and large classes; two for each FM class. Ballots for elections will be mailed March 15.

If one person is nominated in more than one class, he will be permitted to select the class he prefers.

NAB last week progressed in its organizational program for 1948, announcing names of additional committee members and scheduling meetings of committees [BROADCASTING, Dec. 15].

The tentative schedule of committee meetings follows:

Jan. 5—NORC Subcommittee of Research Committee, BMB headquarters, New York.

Jan. 5—Research Committee, BMB headquarters, New York.

Jan. 8-9—Sales Managers Executive Committee, Washington (see story, page 20).

Jan. 13-14—Engineering Executive Committee, Washington.

Jan. 14-16—Board International Advisory Committee, Washington.

Mid-January—Board Standards of Practice Committee (originally scheduled Jan. 5-6).

Jan. 26-27—Program Executive Committee, Statler Hotel, Washington (tentative).

Jan. 26-27—Small Market Stations Executive Committee, Washington.

Jan. 28—Program Executive and Public Relations Executive Committee, joint meeting, with noon luncheon for award of Voice of Democracy scholarships.

Jan. 29—Public Relations Executive Committee, Washington.

Feb. 9—Employe-Employer Relations Committee, Washington.

Membership of two more standing committees was announced last week by NAB, along with several board subcommittees. They follow:

Research Committee—Carl Burkland, WTOP Washington, chairman; Harry Burke, KFAB Omaha; Martin B. Campbell, WFAA Dallas; Dietrich Dirks, KTRI Sioux City; J. Archie Morton, KJR Seattle; William E. Ware, KSWI Council Bluffs; Earl W. Winger, WDOD Chattanooga. Board liaison members: Charles C. Caley, WMBD Peoria; Willard D. Egolf, WBCC-FM Washington.

Engineering Executive Committee—Orrin W. Towner, WHAS Louisville, chairman; James V. Cosman, WPAT Paterson, N. J.; Paul deMars, Raymond M. Wilmotte Inc.; A. James Ebel, WMBD Peoria; Oscar C. Hirsch, KFVS Cape Girardeau, Mo; Jack R. Poppele, WOR New York; K. W. Pyle, KFBI Wichita; R. J. Rockwell, WLW Cincinnati; Board liaison members: T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S C.

Board By-Laws Subcommittee — George D. Coleman, WGBI Scranton, Pa., chairman; Wiley P. Harris, WJDX Jackson, Miss.; G. Richard Shafto, WIS Columbia, S. C.

Board Convention Sites and Policy Subcommittee—Howard Lane, WJJD Chicago, chairman; Harold E. Fellows, WEEI Boston; Robert T. Mason, WMRN Marion, O.; William B. Smullin, KIEM Eureka, Calif.; William B. Way, KVOO Tulsa.

Board Finance Subcommittee—Clair R. McCollough, WGAL Lancaster, Pa.; T. A. M. Craven, WOL Washington; C. Bruce McConnell, WISH Indianapolis; John F Meagher, KYSM Mankato, Minn.; Paul W. Morency, WTIC Hartford.

Board Membership Subcommittee—John J. Gillin Jr., WOW Omaha, chairman; Charles C. Caley, WMBD Peoria, Ill.; Gilmore N. Nunn, WLAP Lexington, Ky.

Sellers

(*Continued from page 10*)

happy to pay for—is the prestige that comes from sponsorship of the world famous musical group.

Jane has been happily married for five years and has achieved the ultimate in a woman's ambition, by successfully combining the role of career woman and housewife. She's just as adept with a mop as she is with a rate card. Right now her greatest interest is the 200-acre farm to which she and her husband expect to move this month. Jane is 27, a native Chicagoan, and attended St. Marys of the Woods at Terre Haute, Ind.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex
CBS
KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

WHOO ORLANDO, FLA. LAUNCHED ON 990 KC

LAUNCHING of WHOO Orlando, Fla., this month was a gala occasion for central Florida. The new 0-kw daytime outlet, affiliated with ABC, took the air on 990 kc at 2 noon Dec. 5, and from 7:30 to :30 p.m. same day broadcast a portion of the official opening ceremonies at Orlando's Coliseum.

Highlighting the Coliseum events was a formal dance attended by an estimated 4,000 persons, including U.S. Senator and Mrs. Claude Pepper, Representative Joe Hendricks, Florida's Fifth District representative in Congress, members of the Florida legislature and Orlando city officials. Bob Chester and his orchestra played for the dance, and Tommy Ryan, featured singer with the Sammy Kaye band, starred in the seven-act floor show.

Walter P. Speight Jr., WHOO's manager, acted as master of ceremonies. Finale of the show was the reading by Mr. Speight of a telegram from Paul Whiteman disclosing the name of the winner of the "Dinah Shore of Central Florida" contest. Mr. Speight then presented the winner—WHOO's girl singer, Peggy Heart—to the audience.

WHOO is owned by The Sentinel-Star Co., publisher of Orlando's *Morning Sentinel* and *Evening Star*. The *Sentinel* devoted an entire 14-page section Dec. 5 to news of WHOO's opening, and both newspapers gave front-page publicity to the launching. The station recently completed construction of its three 240-ft. towers and one 514-ft. tower. WHOO is being represented nationally by George P. Hollingbery Co., Chicago.

TV Job Opportunities

TRANSFERS of AM and FM technicians to television will create vacancies at these stations, with opportunity for employment, according to the December issue of *Labor Information Bulletin*, published by the Dept. of Labor. The bulletin says new stations going on the air will create openings and that servicemen with television training will have an advantage in seeking jobs.

WWJ-TV HAS MODEL STANDARDS

Detroit Manager Says Television Codes Should Be Tougher Than Radio's

AN INDEPENDENT CODE for WWJ-TV Detroit was outlined in a memo to its TV personnel by Harry Bannister, general manager of the *Detroit News* stations, WWJ, WWJ-FM and the video outlet. Mr. Bannister declared that the standards of good taste for TV should, "if anything, be stricter and more severe than in radio."

The code, which might well become a model of good taste for other TV staffs, is as follows:

". . . TV has grown to the point where a . . . code is indicated. If anything it should be stricter and more severe than in radio.

"I feel that our TV programming should at all times be so meticulously proper and correct, that, like Caesar's wife, it will be above suspicion. There must be no use of 'blue material' or anything even remotely susceptible to double entendre.

"There must be nothing in our schedule which will cause the lifting of an eyebrow by even the most strait-laced in our audience. Appearance, language, intonation or gesture must all be beyond reproach. Racial comedy types must be avoided. References to God or religion must always be reverent. Crime and drunkenness, when used, must be condemned.

"I cite just a few taboos. There will be many others. In all cases, good taste, propriety, and the avoidance of offense must be the ultimate criteria."

Mr. Bannister reviewed the growth of a code in the radio industry, and pointed out that although the standards of decency in radio broadcasting are "mostly unwritten and tacit," they have been strictly observed. He urged the same strict observance upon WWJ video staff members.

CKY, CKX Demise

CKY Winnipeg and CKX Brandon, Man., will cease operations as units of the Manitoba government telephone service after 24 years and 19 years, respectively, of operations, sometime next spring, it was announced by Premier Stuart Garson of Manitoba in a radio address at Winnipeg Dec. 11. Manitoba government will give up radio broadcasting, and the Canadian Broadcasting Corp. will erect its 50-kw CBW near Winnipeg. Mr. Garson did not state final disposition of the two stations. He reported that negotiations with CBC on sale price of the two outlets had resulted in Manitoba "insisting that we were not prepared to close the deal until we had tested the adequacy of the price in the market" [CLOSED CIRCUIT, Nov. 10].

Hoge Says Projection TV Receiver Has Big Future

THE VIDEO SET of the future will be a projection set rather than a direct-view model, Hamilton Hoge, president, United States Television Mfg. Co., predicted at a dealers' meeting in New York early this month. Declaring that "the public wants larger television pictures at lower cost," Mr. Hoge pointed out that increasing the size of direct-view pictures means increasing the size of the tube and the cost of the receiver, while projection makes it possible to increase picture size with a smaller tube.

"The potential cost reduction in projection television is great while in direct-view it is very slim," he stated, adding that while there are still many engineering problems to lick in making low-priced projection sets possible, "there is none that can't be solved."

CBS Gives Bonus

ALL CBS EMPLOYES, union as well as non-union, will get a Christmas bonus of one week's salary, according to a memo circulated last week under the signature of Frank White, CBS vice president and treasurer, However. ". . . . future year-end distributions, if authorized, will be limited to those whose positions are not covered by contract," Mr. White's memo announced.

NAB Disc Brochure

BROCHURE listing open-end transcriptions available for sponsorship will be mailed to NAB member stations this week [CLOSED CIRCUIT, Dec. 15]. The brochure was prepared by the NAB Broadcast Advertising, Research and Program Departments to provide reference material on discs. The Program Dept plans to maintain the service on a permanent basis, providing supplements for insertion in binders.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic Music Corp.

ZU - BI

On Records: Sammy Kaye—Vic. 20-2420; Victor Lombardo—Maj. 7263; Tommy Tucker—Col.*; Art Mooney—MGM.*

On Transcription: LANG-WORTH—Lenny Herman.

* soon to be released

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y

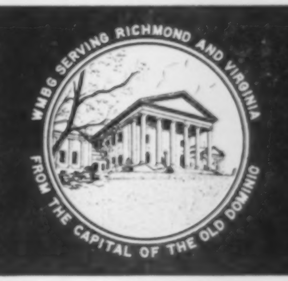
In Oklahoma City

KOMA

50,000 WATTS

Joe Bernard—Gen. Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE


WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W--- CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE **WMBG**

REPRESENTED BY JOHN BLAIR & CO.

5000 WATTS

Bill Stern
Charlie McCarthy
Fred Allen
Jack Benny
Bob Hope
Fibber McGee and Molly

NBC AFFILIATE

Three Boston TV

(Continued from page 17)

Lamb, Toledo attorney and substantial stockholder in Unity Corp. which operates WTOD and WTOD-FM Toledo and is applying for other stations, filed for Channel 12 (204-210 mc) at Erie, Pa. Construction costs were estimated at $110,000. It was pointed out that Dispatch Inc. is "closely allied" with Record Publishing Co. of Erie, which owns 8% of the stock. Mr. Lamb, president of the publishing firm, owns 40% and his wife 15.5%. Other stock subscribers in Dispatch Inc. include Paul Albracht and Austin J. White, respectively general manager and editor of Record Publishing Co. Unity Corp., it was pointed out, applied for television at Erie in 1945 but withdrew during the controversy over color video.

Meanwhile, referring to the CBS Boston application, Lawrence Lowman, network vice president, declared:

"Our application for permission to operate a television station in Boston represents a vital factor in our plans for an Eastern Seaboard network. It is important to keep in mind that the eastern coastal chain is really only the first of many others like it that we have blueprinted to serve the country separately and collectively, just as in radio today.

"Whether the development of network television will follow the precise pattern of the CBS radio network depends on at least two important factors: The cost and method of hooking up stations, and the specifics of affiliate contracts.

"This much, however, is perfectly clear to us—the concept of competitive networks for television is entirely sound and necessary. Ever-widening orbits of the American public and business are entitled to enjoy the benefits of television as speedily and as economically as American ingenuity can deliver it to them. Networking obviously is the only logical way."

'TV Here To Stay'

TELEVISING sports events will help more than it will hurt, Daniel R. Topping, president, New York Yankees, said at a press conference following the signing of contracts for the Yankees home games in 1948 to be televised on WABD New York, sponsored by P. Ballantine & Sons. Asked what effect this would have on attendance at the games, he said that by attracting new fans to baseball he believed that television will help baseball in the same way as sound broadcasting has in the past. Asked about his team's pennant chances next year, Mr. Topping replied: "I wish I was half as sure that we will win the pennant as I am that television is here to stay."

To Our
WPEN
950 Club
Friends
WPEN

WHOOPS!
OUR HOOPER'S SHOWING!
FIRST, SECOND OR THIRD

950
WPEN
PHILADELPHIA

National Representatives
HEADLEY-REED COMPANY

TV Spots Offered

BUCHANAN & Co., New York, is preparing a number of spot announcements and chain breaks for television in an attempt to interest its clients in the medium. Martin Jones, radio director of the agency, revealed that he was offering a variety of programs to the agency's clients including spots and breaks, films, animated cartoons and live programs. Mr. Jones said he feels that this is the time for clients to get into television. "Television is happening," he maintains.

CBS Christmas Show

CBS will present a special show titled *Two Hours of Stars* on Christmas afternoon, 4-6 p.m. featuring musical and comedy talent. Included in the program are Lauritz Melchoir, Harry James, Doris Day, Pied Pipers, Leonard Pennario, Lum 'n' Abner, Edgar Bergen and Charlie McCarthy, Bob Hope, Amos 'n' Andy, Cass Daley, Lou Silvers and others. Don Ameche will emcee the show, with Ken Carpenter announcing.

Same Announcers

(Continued from page 17)

viewer and that either the listener will not hear enough of the story to satisfy him; or, if he is satisfied, the video set owner who can see as well as hear will be bored with an excess of words.

Mr. Allen, however, said he had heard of many people who, wanting more details than they were getting from their video sets last year, tuned in the AM broadcast on a separate set to accompany their video pictures to get the full story. For that reason, he said, he believes that the two-medium broadcasts will work out alright.

The dual sponsorship of the sound broadcasts of the Yankee games, with Ballantine alternating sponsorship with White Owl Cigars on an every-other-game for each basis, will also present problems for the announcers working simultaneously in both media, as all the telecasts will be sponsored by Ballantine. Asked how he could give a beer commercial on television while delivering a sales talk on cigars for the sound broadcasting audience, Mr. Allen reminded his questioners that there are two announcers working on the broadcasts. A mike could be set up outside the broadcasting booth, he said, so that he or Mr. Hodges could run out between innings and give the AM commercial, while the other stayed in the booth to give the one on television.

The Yankees and the sponsoring company seem convinced that the dual set-up will work. The skeptics have their doubts, but both agree that whatever happens it will be an interesting experiment.

Bowl Announcers

MEL ALLEN and Harry Wismer, ABC sports director, will broadcast the New Year's Day Sugar Bowl game at New Orleans, starting at 2:45 p.m., Jan. 1 over ABC, it was announced last week by J. P. Spang Jr., president of the Gillette Safety Razor Corp., which is sponsoring the broadcast. Agency is Maxon Inc., New York.

AUTHOR Harnett T. Kane (seated) autographs his newest book, *Natchez on the Mississippi*, after presenting a review of the volume over KRUS Ruston, La., which took the air Nov. 8 [BROADCASTING, Nov. 24]. Standing behind Mr. Kane are Clarence E. Faulk Jr., KRUS owner-manager, and Mrs. Faulk, station's program director.

Video Transmitter Site Is Problem in Rochester

DIFFICULTIES of Stromberg-Carlson Co. (WHAM Rochseter) in finding a site for a television transmitter were detailed by S-C President Dr. Ray H. Manson at a joint luncheon meeting last week of the IRE Rochester section and the Rochester Engineering Society.

No building in the city, he said, has a structure strong enough to support a high tower and a distant hill would not do because signals would not be strong enough for a satisfactory signal in the city and because shadows and reflections from Pinnacle Ridge, lofty hills near the city's edge, would cause ghosts and interference. The site on Pinnacle Hill desired by the company was vetoed by the city zoning board after protests from residents of that area.

City administration has appointed a video expert from the U. of Rochester to make a survey of all possible sites.

CORNY?
WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

WADC Appeal

(Continued from page 19)

cialized" service and that the Commission in its Blue Book and in a number of grants has sanctioned specialized programming, FCC declared:

> **The program service does not become a specialized service of interest to a segment of a large metropolitan community merely because it emanates from one source. Nor can a program service be considered a specialized service in the interests of the community where it consists of all types of programs with the single exception of programs directed to the particular needs and interests of the community.**

By relying almost wholly upon network programs, the Commission contended, WADC would be improperly surrendering licensee responsibility.

In its appeal brief, WADC cited a study made by Louis G. Caldwell, Washington radio attorney and one of the FCC's severest critics on the free-speech question, as being "still the leading and most effective discussion of the problem" of program regulation by government. Replying, FCC itself cited a statement made by Mr. Caldwell, first general counsel of the old FRC, during Congressional hearings, in 1929. Mr. Caldwell was quoted as saying, with respect to the censorship provision of the Act:

> **This section provides that nothing in this Act shall be understood or construed to give this Commission the power of censorship.**
>
> **I believe that was intended to mean, and does mean, the power of censorship over the dissemination of questions of public interest and does not refer to program service or matters of advertising, and all that sort of thing. That construction is being regularly followed by the Commission, and, so far, has not been seriously challenged by anyone. If the time should come when a different construction were given the provision by the courts, that it takes away from the Commission the power of considering program service and advertising, then I think some change should be made.**
>
> **. . . I am convinced that the construction giving this Commission the power I mention is the correct one, restricting it only from exercising any power to discipline stations in any manner for views on questions of public interest or importance.**

The Commission said it felt this was "perhaps the best expression of the correct meaning" of the Communications Act's censorship provision.

Burke Cross-Examined in 1-Day Continuation of WBAL Hearing

CAN A STATION "100% sold out" do a public interest job?

"Yes, depending on the structure of the programs, it could do a very good job," Harold C. Burke, manager of WBAL Baltimore, testified last week at further FCC hearing of the Hearst Radio Inc. station's renewal application and the competitive claim of Pearson-Allen to WBAL's clear channel assignment.

Leonard Marks, counsel for Columnists Drew Pearson and Robert S. Allen's Public Service Radio Corp., posed the question to Mr. Burke during the last of his cross-examination of the WBAL manager last Tuesday before FCC Comr. Rosel H. Hyde, presiding officer. Only one day was devoted to the hearing last week because of other Commission meetings. The hearing recessed until further notice after the holiday season.

Mr. Marks' inquiry was based on discussion of the Commission's Blue Book week of April 23, 1944. for WBAL, and other "typical" weeks from exhibits in the record. He earlier had questioned Mr. Burke on overall policy, national sales representation and annual revenues and expenses [BROADCASTING, Dec. 8].

Questions 'Normal' Week

John E. McCoy, FCC Counsel, asked Mr. Burke if the April 23, 1944 week reported in the Blue Book was a "normal" week. Mr. Burke replied that it was not "entirely normal" because of the many political broadcasts carried that week and the fact it was a "wartime week." When Mr. McCoy questioned whether the WBAL manager had ever advised the Commission of this point, Mr. Burke stated that he never had a prior chance to comment to FCC about it.

On re-direct questioning, William J. Dempsey, WBAL counsel, asked if the station logs were a reliable record of commercial time and commercial announcements during any period. Mr. Burke stated that they were since the record was employed in billing by the accounting department. He said the logs were not reliable in checking public interest material.

In response to Mr. Dempsey's inquiry on program balance, Mr. Burke stated he does not have any control over whether a network program is commercial or sustaining and that in planning a future schedule he must rely on his own estimate of the network programs. Mr. Burke said he did decide whether non-network programs would be commercial or sustaining.

To a question by Mr. Dempsey as to programs not appropriate for sponsorship Mr. Burke replied that appropriateness is a specific decision. He said he considered Presidential broadcasts inappropriate commercial fare but if the President wished to be sponsored he would not refuse to carry the broadcast. Mr. Burke also commented that sponsorship often adds a great deal to a program.

FCC Informed

Referring to previous questions by Mr. Marks on program proposals made in WBAL's application for 50 kw on 1090 kc (granted in 1940) and performance reported in subsequent renewal requests, Mr. Burke testified that FCC was kept abreast of conditions at least twice a year through program schedules made available and also through the annual report forms. He also mentioned surveys of logs during the war by FCC investigators.

In a concluding question, Mr. Marks asked if Mr. Burke as manager, and members of the WBAL staff, including executives of Hearst, have "control over programs broadcast regardless of origin." Mr. Burke replied, "I have control regardless of origin." He indicated this included both network and local programs as well as the amount of time sold or sustained.

At the conclusion of the session Mr. Dempsey stated his last witness for WBAL would be Maj. E. M. Stoer, vice president and general manager of Hearst Radio. However, Mr. Marks stated he would press for the appearance of William Randolph Hearst as he had indicated at the beginning of the hearing [BROADCASTING, Nov. 10].

W A N T E D
General Manager
For Independent Local 250 W Full Time Station
PLEASANT MID-WEST COMMUNITY
OF APPROXIMATELY 13,000
License application pending. Will be only station in town.
Attractive salary for the right man. Send resume of radio experience and programming ideas.
Box 174—BROADCASTING

Bond Campaign

GREY Advertising Agency, New York, has joined five other volunteer agencies in the preparation of the 1948 savings bond campaign for the U. S. Treasury Dept., Theodore S. Repplier, president of the Advertising Council, announced last week. Other participating groups are Young & Rubicam, J. Walter Thompson Co., G. M. Basford, Schwab & Beatty, Joseph Katz, and Albert Frank-Guenther Law Inc., all New York.

Aid S. A. Project

KIMO Independence, Mo., planned to devote its entire broadcast day last Friday to the Salvation Army's drive for Christmas funds, according to Harry L. Becker, KIMO program director. Both sponsored and sustaining programs were to be given over to the Salvation Army theme, "Keep the Kettle Boiling," Mr. Becker said, with all pledges of one dollar or more acknowledged on the air.

1100 Transcribed Shows Sold to WAGA Atlanta

LARGEST SINGLE feature transcription program purchase negotiated by an Atlanta station has been concluded between WAGA and Charles Michelson, Inc., New York transcription producers. The purchase covered a total of 1100 quarter- and half-hour broadcasts.

Included in the featured dramatic series to be heard over WAGA are *Blackstone, Magic Detective; The Avenger; The Sealed Book; Out of the Night;* and several others. Details for purchase were arranged by WAGA's managing director James E. Bailey, and Charles Michelson of the program firm that bears his name.

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
The Mississippi State Tax Commission estimates that Mississippians will spend almost as much in December, 1947, as during the entire year of 1933.
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

Industry Group Plans

(*Continued from page 13*)

were studying the situation. Some said they felt that the Taft-Hartley Act would nullify royalty payments after next July 1, a date fixed in the act, despite the fact that the contract had been entered into before the law's adoption. They pointed out that there was considerable legal precedent showing that Congress could impair the validity of contracts without abrogating Constitutional prohibitions against retroactive laws.

It was believed possible that this issue would eventually reach the courts for final decision.

Meanwhile, further negotiations between the networks and the union, looking toward renewal of contracts which expire Jan. 31, were in abeyance until, as Mr. Petrillo put it, "after the holidays."

One network executive surmised that the resumption of negotiations might be delayed as late as the latter part of January—after a mid-January meeting of the AFM Executive Council in New York. It was his belief that Mr. Petrillo wished to confer with his lieutenants on the questions of contracts covering television and FM broadcasting before proceeding with further discussion on these subjects with the networks.

"It looks," said the executive, "as though we will come up against the eleventh hour again." He said he doubted that any conclusive progress in negotiations would be made much before the Jan. 31 expiration date of present contracts.

The present temper of network officials, after four unproductive meetings with the AFM chief, was one of grim resignation, it was said. "I'm tired of this myself," said one. "We've been put to considerable inconvenience. I look at it this way: if he wants to talk to us, he can let us know. We're willing to talk to him but not to kneel."

Thus far, it was said, Mr. Petrillo's conversation with the networks had not taken the form of demands. He was known to have indicated that he would seek wage raises and repeatedly to have referred to his standard solicitation that employment opportunities among local unions be amplified.

The network executives were understood to have pointed out, however, that they would be unable to assist him in the matter of enlarging employment opportunities outside of the major radio production centers of New York, Hollywood and Chicago.

Pressure From Within

It was believed that Mr. Petrillo was under considerable pressure from local unions to improve job opportunities and hence could be expected to make enough of an issue in that regard to satisfy the locals that he had at least waged a vigorous fight on their behalf.

Network spokesmen admitted that program departments were busy making such musical recordings as would be needed for background and bridges and were considering program revisions necessary in the event of a strike by the AFM.

It was reported that advertisers had indicated a willingness to cooperate with the networks. Some, it was said, had even urged the broadcasters to take a firm stand against the union.

Whether those sponsors of purely musical programs would be willing to continue—in case of a protracted walkout — footing the bills for shows which of necessity would be seriously altered by the substitution of recorded music or by other means was, of course, conjectural.

U-I Video Short

UNIVERSAL - International Pictures, New York, claims a video first with a five-minute film specially made for television promotion of the forthcoming U-I feature picture, "The Senator Was Indiscreet." Featuring William Powell, who also stars in the picture, the five-minute short, is a telescoped story which includes highlights of the feature film. It is currently being televised daily on NBC's East Coast video network and WCBS-TV New York, in time bought by U-I to promote the film's New York premiere at Loew's Criterion Theatre the end of the month. Monroe Greenthal, New York, is the agency.

WTAD

IOWA
MISSOURI
★QUINCY
ILLINOIS

WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

930 K.C. 1000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

RECORDING SCOOP
WILM Newsman Accidentally Scores News Beat

EXPERIMENTING to find out how well his wire recorder could pick up a radio broadcast, WILM Wilmington, Del., news director William P. Frank transcribed the only verbatim report of a church sermon that shocked the citizens of Wilmington with its exposure of a housing scandal.

Sunday, Dec. 7, Mr. Frank set up his wire recorder in his living room and recorded a sermon by the Rev. F. Raymond Baker, pastor of the Second Baptist Church, who was speaking extemporaneously. The Pastor condemned the owner of 18 slum houses in Wilmington that had been sold to tenants at a 58% profit. He also declared that there was a violation of rent control laws and that the houses were a "cancerous irritation and a blight" on Wilmington.

The story hit page one in Wilmington's morning and evening newspapers, and it was disclosed by the *The Journal Every Evening*, that the owner of the houses was Judge Elwood F. Nelson, Judge of the Family Court in New Castle, Del.

When this scandal was revealed, everyone wanted to know what were the exact words of the Pastor. Pastor Baker had only a few notes —but news director William Frank had it word for word. Pastor Baker was presented with a recording of his newsworthy sermon.

KXAR Hope, Ark., Makes Debut; Mitchell Manager

KXAR, new MBS affiliate in Hope, Ark., made its debut Dec. 12 with 250 w on 1490 kc from the new KXAR building on State Highway 29 in Hope.

KXAR is owned by the Hope Broadcasting Co. consisting of 10 local residents. Comprising the staff are Robert L. Mitchell, general manager; Luther B. Tooley, chief engineer; W. R. Nickels, commercial manager; Marshall Hendrix, program director and chief announcer; Leo W. House Jr. and Neil R. Baird, announcers; and Gladman W. Upchurch and James D. Gardner, engineers.

CELEBRATING 50 years of operation of Pacific National Advertising, Seattle, are firm's partners, H. O. Stone, secretary (l), and William H. Horsley, president (r). Each has been with organization almost 30 years. Picture was taken as the two executives read congratulatory wires at dinner marking anniversary.

Upcoming

Jan. 5: NORC Subcommittee, BMB Hdqrs., New York.

Jan. 6: NAB Research Committee, BMB Hdqrs., New York.

Jan. 8-9: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, N. Y.

Jan. 13-14: NAB Engineering Executive Committee, NAB Hdqrs., Washington.

Jan. 19: Skywave and Clear Channel Hearing, Washington.

Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.

Jan. 22-24: CBC Board of Governors Meeting, Ottawa.

Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Jan. 26-27: NAB Program Executive Committee, Statler Hotel, Washington.

Jan. 26-30: AIEE General Winter Meeting, Pittsburgh.

Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hdqrs., and Statler Hotel, with Voice of Democracy luncheon.

Jan. 29: NAB Public Relations Committee, NAB Hdqrs., Washington.

Feb. 9: Employe-Employer Relations Committee, NAB Hdqrs., Washington.

in ATLANTA WBGE WBGE — FM

ATLANTA'S LEADING INDEPENDENT STATION

Locally owned station
Locally operated station
24 hour station
Full Time FM Station

Mike Benton, President
Maurice Coleman, Gen. Mgr.
Studios and General Offices
GEORGIAN TERRACE HOTEL • ATLANTA, GEORGIA
GENERAL BROADCASTING COMPANY

In the Public Interest . . .

WJBK Is Gift Depot

SHUT-INS in Detroit area will have a brighter Christmas this year due to the efforts of WJBK Detroit. Station has designated itself as a gift depot to collect presents to be distributed to patients in local hospitals. Judith Lawton, WJBK program director, originated the idea and has solicited the help of fellow staff members to aid in the distribution. WJBK listeners are reminded daily to mail or bring gifts to the studio. Staff members will then visit hospitals to entertain patients and distribute the gifts.

* * *

WRC Doll House

FOR ELEVENTH consecutive year, WRC Washington is sponsoring its Doll House in downtown Washington for the collection of toys for underprivileged children of the area. Bill Herson, WRC morning man and m.c. of NBC's *Coffee With Congress* program, is again managing the house. Mr. Herson broadcasts his *Timekeeper* show from the house each morning from 6 to 9:15 and remains to collect gifts until 6 p.m. each day. Toys collected are distributed to needy children by the Council of Social Agencies of the District of Columbia. Last year the Doll House collected over 22,000 toys and $1600 in cash.

* * *

WDAK Christmas Train

FOUR-CAR miniature train, labeled the "Christmas Friendship Train," started its journey through the streets of Columbus, Ga., Dec. 8, and will continue to tour the city until Christmas Day. Like the famous national Friendship Train, this little train is collecting food and gifts, but it has added Christmas to its name and the gifts collected will be distributed to needy families in Columbus. The idea was originated by Tommy Tucker and Henry East of WDAK Columbus, and the station is backing the project with a promotion campaign. Family Service Bureau and the Muscogee County Welfare Dept. is sponsoring the train and will direct the distribution of the items collected. Schedules of the routes of the miniature train are being published. Train will visit all local schools and children contributing food will be given a free ride.

* * *

KOMA Collecting Gifts

"BUY a gift for a less fortunate child after you've bought for your own" is the slogan of KOMA Oklahoma City, in its Christmas drive conducted by Julie Benell. Miss Benell, who is featured on KOMA's *Listen Ladies* program, has conducted a similar project for the past six years. Listeners are urged to drop gifts into boxes located in stores of more than 50 local merchants. Gifts will be gathered, wrapped and distributed on Christmas Day to underprivileged and orphan children. More than 7000 gifts were distributed by the project last year. Entire program is sponsored by the KOMA Christmas Committee, headed by Miss Benell.

* * *

Flying Santa

LIGHTHOUSE keepers in New England are firm believers in Santa Claus, only they know that he comes in a plane instead of a sled. To them Santa is Edward Rowe Snow, adventurer and explorer who conducts a weekly program on the Yankee Network. Each year, prior to Christmas, Mr. Snow visits the lighthouses off the New England Coast and drops packages to the men and their families. He uses a plane for his annual missions and has become known to the children as the "Flying Santa of New England." This year, in addition to his flight, Mr. Snow dedicated his Dec. 13 program to the lighthouse keepers of the area.

* * *

WOL Aids Needy

HOLIDAY series of programs started on WOL Washington Dec. 15 as beginning of its 10-day drive to support the city's ten neediest families. Case histories of the ten neediest families were obtained from the D. C. Board of Public Welfare with one day set aside on WOL to publicize each story on various programs. Wire recorded interviews also will be used so that listeners can better understand the needs of the families. Yellow Cab Co. has agreed to handle pickups of gifts pledged by listeners. WOL also is sponsoring special shows at movie theatres in suburbs of Washington to collect gifts for families in those areas.

CHNS

HALIFAX NOVA SCOTIA

A **CAPITAL** Station
In A **CAPITAL** City gets
You **CAPITAL** Results!

Ask
JOS. WEED & CO.
350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

ABC Time Sales

(Cont'd from page 20)

all may hear, mark, learn, and inwardly digest history in the making."

Text of Mr. Noble's statement:

Another year takes its place on the long scroll of time. When history looks back to value it comparatively in its decade, 1947 will hardly be marked for distinguished accomplishment on either the national or the world scene. The tempo of affairs has gradually slowed down from the high pitch of the war period. Let's hope that it augurs an eventual return to sanity and peace throughout the world and for all mankind.

Once again a great demonstration of the workings of democracy in our country will be given next November for all the world to see. More than fifty million voters will turn out to choose a president, governors, and many legislators. Those selected will be faced with unusual responsibilities in determining the policies of our internal economy and those governing our relations with the other peoples of the world. In a day when that world has shrunken to what is really but a neighborhood of nations, these decisions will resound around the globe. They will go far toward determining whether this world of ours is to be a one, two or much-divided world.

Every person living today has a measure of responsibility for the future of mankind as a thinker, a worker, a voter. But we in the radio industry have an extra duty and a special privilege. It falls to us to hold a sounding board before a world in action so that all may hear, mark, learn, and inwardly digest history in the making. Our exposure has many facets—news, analysis, music, drama, sports, and entertainment. Their impact on men's minds is tremendous, giving us importance in world developments far and away beyond our numbers.

It is again my privilege to say—"Well done" in reporting on the state of the radio industry. Duties have been performed, responsibilities executed, and privileges won—all in the name of public service. Broadcasting has maintained the high standards of performance now regarded as inherent in the business. The American Broadcasting Company has widened its coverage, increased its circulation, and gained in listener acceptance. ABC is an alphabetical arrangement found on your dial that no one wants to repeal.

To all who have helped in building this network—employees, speakers, artists, players, sponsors, and the listening public—we extend our grateful appreciation. With this goes a promise of increased effort. New and improved facilities, fresh phases of the art, and a vigorous determination to broaden and deepen our contribution so as to make the American way a still better way and available to an ever greater number."

WLOW Toy Collection

MORE THAN 10,000 toys already have been collected by WLOW Norfolk, Va., for distribution to needy children on Christmas Day. Each year the Fire and Police Departments of Portsmouth, Va., collect old and broken toys and paint and repair them for underprivileged children. This year's drive had bogged down until WLOW came to the rescue. Station began a series of five announcements daily urging listeners to call and pledge toys. Police cars are detailed to pick up the toys from those who call. Station reports that within two days after the announcements began over 300 calls had been received.

SALES
CHAMBRAY

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

SPEARHEADING THE PROGRESS OF FM
WASHington D.C.
RADIO'S BEST BUY IN THE NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD GEN. MGR.
1319-F-STREET, NW

NAB Preparing for Geneva

(*Continued from page 13*)

voted increased funds to be used by the Engineering Dept. for additional personnel and participation in conferences. The board took the position that frequency protection is of vital importance, since without frequencies, there can be no stations.

With Mexico, Cuba, Newfoundland and Haiti among North American nations coveting allocations that would upset the whole hemispheric spectrum, the board felt the association should take an active part in all international meetings affecting U. S. broadcasters.

When he joins NAB Mr. McNaughten will undertake a series of preparatory studies looking toward the NARBA conference to open in Canada Aug. 2. He is familiar with the demands of other nations and knows the intricacies of frequency negotiations. At the recent engineering conference held in Havana preparatory to the Canadian meeting Mr. McNaughten was an active member of the U. S. delegation. At Atlantic City last summer he took an important part in broadcast negotiations.

Mr. Howard plans to leave March 1 for the High-Frequency Broadcasting Planning Conference at Geneva. Five countries (India, Mexico, United Kingdom, United States, Russia) will draft a world frequency assignment plan. Each member will represent all countries. Mr. Howard plans to leave Geneva in time to attend the NAB anuual convention in Los Angeles in mid-May.

New feature of the NAB convention will be a two-day engineering conference, it being felt that the subject has assumed unprecedented importance since the spectrum problem has become so serious. Suspension of international meetings during the war and accumulation of spectrum difficulties have been responsible for much of this situation.

International matters are slated for discussion at the two-day main convention, in which top station officials will discuss problems on the management level. Workshop and specialized matters customarily discussed at NAB conventions will be taken up at the district and area meetings scheduled next autumn.

Montreal Meeting

The Canadian NARBA meeting, which will consider all the frequency demands of North American nations, is to be held in Montreal or Quebec, with Montreal favored because it has better accommodations. Starting Aug. 2, the meeting is expected to last perhaps three months. Mr. Howard will participate, along with Mr. McNaughten.

The NARBA delegates, judging by the trend of the Havana engineering meetings, will clamor for assignments that would require wholesale juggling of U. S. allocations and involve engineering and economic sacrifices of vast importance.

Scheduled Oct. 1 is a second 1948 meeting of the High-Frequency Broadcasting Planning Committee, preparatory to opening of the High-Frequency Broadcasting Conference in Mexico City. Should the Canadian meeting fail to wind up by October, a conflict will occur. Second conflict is possible, due to scheduled meeting of the Fourth Inter-American Radio Conference in October in Bogota, Colombia. This meeting involves North and South American nations, and postponement to early 1949 is being considered.

Bogota Sessions

The Bogota meeting is to resolve conflicts among nations of North and South America. It will consider suballocation of some regional frequency allocations and prepare frequency assignment plans for shared, fixed and tropical broadcasting bands.

Date for the next South American Regional Broadcast Conference may be set during the Bogota session. The U. S. is interested in this meeting, especially in high-power operations and frequency tolerance.

Mr. McNAUGHTEN

Currently the U. S. High-Frequency Planning Committee, which handles frequency aspects of the "Voice of America" shortwave broadcasts, is holding meetings preparatory to the Geneva high-frequency session. Last meeting was held Tuesday.

Getting under way at Geneva are activities of the International Frequency Registration Board, of which Paul D. Miles, former chief of the FCC Frequency Services-Allocations Division, is chairman. This board is compiling a frequency list. Yet to be named is the Provisional Frequency Registration Board, which meets Jan. 15 at Geneva to allocate frequencies among countries and services.

Channel Scrutiny

In his planning for NARBA, Mr. McNaughten will study every channel in the broadcast band and analyze effects of demands of each nation. His participation in the second NARBA in 1946 as Secretary-General and his frequent trips to other nations on the continent provide him with exceptional background for the new NAB position.

Mr. McNaughten, though only 37, has been in radio a score of years. He started his own ham station in Pueblo, Col., in 1927 while attending high school and working spare time in a radio repair shop. After a year as paid instructor at Pueblo high school he entered U. of Colorado, shifting to a nonresident extension course because of financial difficulties.

In 1931 he started his own sales and servicing business, meanwhile studying communications with an eye to the future. In 1933 he joined KRGV Weslaco, Tex., with a first class ticket. He became chief engineer in 1934, leaving the station in 1941 to join the FCC. His first Commission assignment was in Puerto Rico where he built and operated a monitoring station.

The FCC sent him to the Allegan, Mich., primary monitoring station in 1942 as assistant supervisor of the Great Lakes monitoring area. There he was in charge of all radio intelligence operations and construction of the Adcock direction finding equipment as well as specialized receiving and transmitting equipment covering 160 acres.

In 1944 Mr. McNaughten was assigned to the International Division, Treaty Section, in Washington to make propagation studies for OWI. He was FCC representative on the Interdepartmental Radio Advisory Committee and handled interference problems among nations in the standard broadcast and other bands as well as among government and nongovernmental services.

At FCC he settled many conflicts between the United States and other nations. In March 1945 he was appointed to the Standard Broadcast Division as chief of the Allocations Section, and visited many nations in resolving disputes.

After the 1946 NARBA conference he prepared the first U. S. proposal for the third NARBA and coordinated foreign and U. S. proposals for the government-industry meeting prior to the Havana engineering meeting.

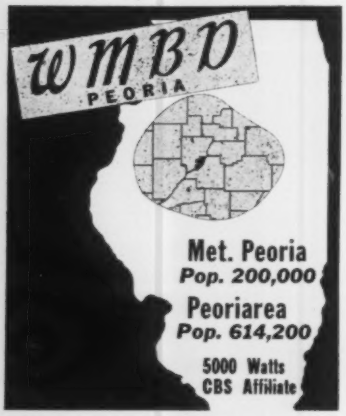
Mr. McNaughten is a member of the Institute of Radio Engineers. He is married and has a five-year-old daughter.

WMAL-TV TO TELEVISE PRINCETON CLUB SHOW

PRINCETON Triangle Club's 56th annual all-student production, "All Rights Reserved," will be televised in its entirety from the stage of Washington's Lisner Auditorium on Dec 23 by WMAL-TV Washington.

The Triangle Club, a non-serious dramatic club founded by Booth Tarkington, puts on a yearly show, written, directed and acted entirely by students. This year's production is a burlesque on the antics of big town publishers. It is the first time that the club's performance has been televised and is believed to be the first time that a musical comedy has been televised directly from a stage in Washington.

Arrangements are being handled by Burke Crotty, WMAL director of television and Harry Hoskinson, WMAL producer.



WMBD

has in the past—
does now—
will in the future—
dominate the
PEORIAREA

AM—WMBD—FM

FIRST IN PEORIAREA—PEORIA, ILL.

CBS affiliate **5000 watts**

EDGAR L. BILL, PRESIDENT • CHARLES C. CALEY, EXECUTIVE VICE PRESIDENT • FREE & PETERS, NATIONAL REPRESENTATIVES

DOING A SUPER-SELLING JOB IN IDAHO

KSEI
POCATELLO • IDAHO

Mundt Bill Facing Complete Overhaul

Subcommittee Will Review U. S. nformation Program Plans

COMPLETE OVERHAUL is in store for the much-discussed Smith-Mundt bill for an increased U. S. nformation program as a result f the Senate Foreign Relations Committee's decision to return the bill to subcommittee.

Meeting in closed session last Thursday, the Foreign Relations Committee voted for a revision of the bill by the subcommittee, which s scheduled to report back to the full committee when the regular session of Congress gets underway n January. The bill had been reurned to committee by the Senate a forenight ago [BROADCASTING, Dec. 15].

Some of the changes reportedly eing considered are: (1) Clarifiation of the bill's title, now conidered ambiguous, (2) division of he proposed commission into culural and informational sections, nd (3) appointment of advisory groups from outside the State Dept. to consist of top-ranking adio, newspaper and movie men.

Sen. H. Alexander Smith (R-N.J.) has been named chairman of he subcommittee, which includes Senators Bourke B. Hickenlooper (R-Iowa), Henry Cabot Lodge (R-Mass.), Alben W. Barkley (D-Ky.), nd Carl A. Hatch (D-N. M.)

Aggressive Campaign Planned

An indication that the "Voice f America" will become more acive in the future was seen last week in the statement of Under Secretary of State Robert A. Lovett, who told newsmen that the U. S. plans a vigorous campaign to expose "falsehoods" in Soviet propaganda. He pointed out that this was a definite change from our ormer policy of ignoring Soviet propaganda.

Continuation of the "Voice" also was urged last week by Stanislaw Mikolajczyk, former Polish premier, who said the American news broadcasts were the only source of truthful information to countries n the Communist sphere.

In addition, Congress and the State Dept. are said to be studying the possibility of broadcasting visual news bulletins to Paris and Rome via radiotype as a supplement to the "Voice." Estimates on the cost of installing such a system were being readied last week by Walter S. Lemmon, president of the World Wide Broadcasting Foundation and vice president, Globe Wireless Co.

As explained by Mr. Lemmon, bulletins would be sent over radio teletypes and "blown-up" at the receiving end for projection on a 10 or 12-ft. screen. Large screens would be placed in public places, with smaller ones elsewhere.

While the Senate continued to work on the Smith-Mundt bill, temporary provisions were written into the interim aid program. Sec. 5(c) provides for "full and continuous publicity by all available media (including government press and radio)" and Sec. 5(j) permits representatives of radio and press in the U. S. to observe and report the carrying out of the program.

VIDEO DEBUT of Ruppert Brewery was Dec. 14, when the company sponsored a telecast of the championship game of the All-America Football Conference on the DuMont network, WABD New York and WTTG Washington. Picture shows contractual details discussed by (left to right) John McNeil, manager of commercial operations for the DuMont network; George E. Ruppert, board chairman of the brewery; Tom Doughton, manager of the radio department of Lennen & Mitchell, agency for Ruppert; Admiral Jonas H. Ingram, president of the All-America Conference.

Staff of WTTH WTTH-FM At Port Huron Announced

STAFF of the new WTTH and WTTH-FM Port Huron, Mich., was announced last week. Station operations are supervised by F. Granger Weil, assistant editor of the Port Huron *Times-Herald*. Herbert Michael is acting manager, Dick Noel acting program manager and Alex C. Goetz sales manager.

The stations, owned and operated by The Times Herald Co., Port Huron, were launched Dec. 6. WTTH is a daytimer operating on 1360 kc with 1 kw. WTTH-FM operates fulltime on 99.1 mc (Channel 256). Effective radiated power of WTTH-FM is 22 kw. Overall height of antenna plus the FM mast is more than 450 feet. Studios are located in newly-constructed facilities adjoining the Times Herald Bldg.

Patrick Will Head Bar's Communications Group

DUKE M. PATRICK, Washington radio attorney, of the firm of Hogan & Hartson, has been named chairman of the standing Committee on Communications of the American Bar Assn.

Other members of the committee, appointed by the association's new president, Tappan Gregory of Chicago, are Julius F. Brauner of New York, CBS general attorney; Edward B. Shea, Milwaukee; Charles R. Reynolds Jr., Washington; John A. Dienner, Chicago.

Mr. Shea is local counsel for the Milwaukee Journal Co., owner of WTMJ Milwaukee and associated FM and television interests and of WSAU Wausau, Wis. Mr. Reynolds is with American Telephone & Telegraph Co.

CP'S FOR 2 DAYTIMERS GIVEN BY COMMISSION

(See other grant story, page 32)

CONSTRUCTION permits for two new daytime-only standard stations at Live Oak, Fla., and Bristol, Conn—were authorized by FCC last Thursday. Suwannee Broadcasting Co. Inc. received 250 w daytime on 1220 kc at Live Oak and The Bristol Broadcasting Corp. 500 w daytime on 1440 kc at Bristol.

Earlier in the week the Commission granted three other daytime AM stations and approved new assignments for two existing outlets.

Ownership of the new grantees:

Suwannee Broadcasting Co.—Principals: G. Warren Sanchez, attorney, president and owner 40 shares; Kelly Weaver, partner Grantham Chevrolet Agency, director 10 shares; Fred J. Green, hardware and furniture business, director 10 shares; Claude J. Hackney, in grocery and hardware business, vice president 10 shares; J. Marvin Phillips, laundry operator and formerly Live Oak Mayor for two years, treasurer 10 shares; and Duane F. McConnell, assistant chief engineer WRUF Gainesville, Fla., secretary 40 shares.

The Bristol Broadcasting Co.—Principals: Dr. Benjamin Sachner, dentist, president; David Cramer, attorney, vice president; Fred W. Beach, director Bristol Savings and Loan Co. and Bristol Bank and Trust Co., treasurer; Francis V. Tracy, attorney, secretary; and Donald R. Funk, merchandise manager C. Funk & Son, furniture store. Each holds 200 shares.

HOXD Panama City, Panama, named the "Nation's Station," went on the air Dec. 4 with 1500 w on 940 kc, Pan American Broadcasting Co. has announced. George Williams, radio veteran in Panama, is station manager, with Jack Allyn as program director, and Lee Yanders (formerly of KFI Los Angeles), Kully Kulbertson and Chick Leonards as announcers.

FAVORITE VOICE OF QUAD-CITIES
WHBF
- Largest market in Illinois and Iowa, outside of Chicago.
- Over 200,000 urban population.
- No outside station can compare with WHBF for right-at-home SELLING POWER.
- WHBF shows the best BMB report of any Quad-City radio station. Ask for it.
- For more information, write Avery Knodel, Inc., New York, Chicago, Los Angeles, San Francisco. (Station Representatives)

Voice of the QUAD-CITIES
Rock Island, Moline, E. Moline, Ill. - Davenport, Ia.
BASIC ABC
WHBF
5000 WATTS 1270 KILOCYCLES

WKOX
1190 KC. 1,000 (D)
FRAMINGHAM, MASSACHUSETTS
announces with pleasure
the appointment of
The FRIEDENBERG AGENCY, Inc.
as
Exclusive National Representative
JAMES H. SHOEMAKER
Commercial Manager

NAB Readies Industry Promotion Plan

Sales Committee Meeting To Get All Details Next Month

COOPERATIVE industry project to promote broadcasting as an advertising medium, already in the planning stage [CLOSED CIRCUIT, Dec. 15], will be unveiled at a meeting of the NAB Sales Managers Executive Committee to be held Jan. 8-9 at NAB headquarters, Washington. Committee chairman is Eugene Thomas, WOR New York.

Progress of the campaign to develop a motion picture promoting the broadcast medium will be explained by Gordon Gray, WIP Philadelphia, chairman of a special subcommittee handling the preliminary work. All segments of the industry would join in underwriting the project, which would far surpass the film of the early '40s, which led to the Joske clinic and excited wide interest in radio as a medium for retailers.

Another promotion project, in which a $50,000 fund is proposed to finance an evaluation of retail radio advertising, will be taken up by J. Robert Gulick, WGAL Lancaster, Pa., chairman of the Retail Advisory Subcommittee.

Report on a sales administration study will be given by Jack Kennedy, WHAM Rochester, chairman of the Sales Practices Subcommittee, and Richard P. Doherty, NAB Director of Employe-Employer Relations.

J. Allen Brown, NAB Assistant Director of Broadcast Advertising, will discuss public relations in small markets. Mr. Gulick will take up retail sales aids and the NAB's Radio Advertising Check List by which salesmen can make progress reports on prospects and clients.

Lee Hart, Assistant Director of Broadcast Advertising, will explain the retail consulting services provided by the department.

On the second day of the meeting Ray Baker, KOMO Seattle, will review the plan for advertising agency recognition on the local level. A meeting will be held during the two-day program by the special committee, with Harold Soderlund, KFAB Omaha, and Joseph R. Matthews, WIRK West Palm Beach, Fla., participating.

Mr. Kennedy will lead discussion of the proposed *Manual of Radio Sales Practices*. Hugh M. P. Higgins, NAB Assistant Director of Broadcast Advertising, will review NAB sales promotion activities and the model speeches for membership use.

NRDGA Contest

Mr. Gulick and Miss Hart will discuss the NRDGA Radio Contest, now in its second year. The NRDGA screening committee will select best programs from a list of hundreds of radio series sponsored by retail stores. These will be submitted Jan. 7 to a board of judges. Winners will participate in the radio meeting during the NRDGA convention in New York Jan. 12-15. Radio session is scheduled at 2 p.m. Jan. 14, at the Hotel Pennsylvania.

Report of the Television Subcommittee will be submitted by Mr. Thomas. Progress in writing Standards of Practice, with emphasis on commercial sections, will be outlined by Harold Fair, NAB Program Director. C. E. Arney Jr., NAB Secretary-Treasurer, will explain plans for the 1948 NAB convention in Los Angeles next May, along with plans for autumn district meetings. Mr. Arney will meet with members of the Southern California convention committees Dec. 29-Jan. 4 while on a West Coast trip, and will confer with the Biltmore Hotel on details.

Kenneth Baker, NAB Research Director, will tell about current commercial projects. Arthur Stringer, FM Director, will discuss FM sales problems. Mr. Thomas will present a proposal to establish a subcommittee to work out recommended courses for universities, colleges, trade and high schools on radio advertising and related subjects.

Other topics on the committee's agenda include standardization of transcription labels; cooperation with Radio Manufacturers Assn.; extension of services to ANA and AAAA, etc.; distribution of the *Radio for Retailers* manual; proposed survey on extra charges for station services.

Members of the committee, besides those mentioned, are Odin Ramsland, KDAL Duluth; Harry Spence, KXRO Aberdeen, Wash., board liaison member; Joseph H. McGillvra, of Joseph Hershey McGillvra Inc., associate member; two associate members remain to be appointed.

THE
LONG ISLAND
STORY

WHLI's formula for stifling competition from New York City stations during the daytime is very simple and it isn't a secret.

It is simply to present familiar good music and local news—the kind of programs Long Island's large quality market finds useful and compelling . . . the kind of local programs Long Island merchants find pay off at their cash registers.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

General Foods

(*Continued from page 20*)

84%; B—in sixth month—80%; C—one year, intermittently—77%; D—second month after hiatus—76%; E—six weeks —71%; F—one-time event—68%. Recall checks of same programs made four to seven days after broadcast showed the following sponsor identifications: A—35%; B—67%; C—41%; D—26%; E—25%.)

8. A new opportunity for a new kind of commercial treatment—product demonstration and selling with full impact of sight and sound.

From their year's experience in producing video quiz, discussion, comedy, variety, interview, domestic science, documentary film and sports shows, as well as weather reports, the General Foods agencies, product and corporate sponsors and the television committee concluded:

That despite television's present technical limitations we can produce interesting, informative and entertaining studio programs.

That "outside" programs, such as sports events, are relatively simple to produce and readily adaptable for sponsorship.

That television offers both an opportunity and a challenge productionwise . . . that the potentialities of this new sight and sound medium have as yet been barely realized."

Their experience in producing video commercials for nine General Foods products as well as given types of corporate messages, the report stated:

"1. Proved that television can tell an advertising story quickly and attractively.

"2. Showed that length of commercial copy should be dictated by the inherent interest of the idea and the ingenuity and quality of its execution.

"3. Demonstrated the usefulness in television of both the live and filmed commercial. Film commercials offer high production quality and a guarantee of performance, and live commercials offer lower cost, better integration and the flexibility of last-minute copy changes.

"4. Verified our belief that the dramatized, demonstration, comedy, animated jingle and bulletin types of commercials all have practical applications in this new medium."

CIO PROGRAM CUT OFF; WFOR TO EXPLAIN WHY

FCC was preparing last week to ask WFOR Hattiesburg, Miss., for a statement of its side of a controversy with CIO which originated when the station cut a CIO *America United* program off the air on Dec. 7.

The request, a customary procedure in cases of protest against stations, followed CIO charges that the incident represented "a major violation of the principles of free speech."

The program, a forum discussion of "Our Civil Rights—Are They in Danger?," was carried on NBC and cut off by WFOR about two-thirds through the broadcast. WFOR contended it was "too controversial."

CIO officials, who claimed the program was "a well-rounded presentation," quoted WFOR Manager C. J. Wright Jr. as telling them afterwards that: "We are in the deep South and you got off on the racial question. We cut it off here . . . telling the radio audience that this is a controversial issue and that both sides were not represented."

The CIO spokesmen responded in a press release that the program included "someone representing the South and someone representing the colored people." They asked FCC to take the "strongest possible action" and give the incident "due consideration" when WFOR applies for renewal.

Participants in the forum included Palmer Weber, research director, Political Action Committee; Frank Donner, assistant counsel, CIO; Leslie Perry, of National Assn. for Advancement of Colored People, and Fred Bailey, of National Grange.

KSFO
SAN FRANCISCO
560
MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Bolling Company representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

FCC ALTERS ITS RULE ON CONVENING BOARD

FCC, which in recent months has operated at less than full strength more often than not, amended its procedural rules last week to provide for a continuing delegation of authority in a Board of Commissioners whenever a quorum is not present.

Heretofore the rules provided that FCC might "from time to time" authorize the chairman or acting chairman to convene a Board if no quorum is present, but the authorization in each instance had to be given a time limit. The new rule, effective immediately, makes the convening of a Board permissable at any time the chairman or acting chairman finds a quorum lacking. As in the past, such Board "shall be composed of all Commissioners present and able to act."

13 CBS Shows Will Omit Commercials on Dec. 25

SPONSORS of 13 CBS programs thus far have announced that they will forego regular commercial announcements on Christmas Day, the network said last week. The programs and sponsors follow:

Guiding Light, *Rosemary*, *Jack Smith Show*, *Perry Mason*, *Ma Perkins*, Procter & Gamble Co., *First Nighter*, Campana Sales Co., *Wendy Warren and the News*, General Foods Corp., *Grand Slam*, Continental Baking Co. Inc., *Strange Romance of Evelyn Winters*, *Rose of My Dreams*, Manhattan Soap Co., *Our Gal Sunday*, *Romance of Helen Trent*, American Home Products Co., *Mr. Keen*, *Tracer of Lost Persons*, Whitehall Pharmacal Co.

Gets the Bird

OFFICIALS of the American Forces Network in Frankfurt, Germany, naturally like fan mail, but a letter which they received recently from a German woman has them thoroughly perplexed. The listener wrote: "I have on my radio turned and most overjoyed was your special program of bird cries to hear. At this time it was at two after twelve, but I have not the program since to get been able. Can you me inform when again will come the bird cries? . . ." She was even able to identify many of the birds, and expressed her appreciation for such a fine program. Problem of the AFN directors is how to explain that the "bird calls" occurred as the result of engineering tests made with a tone oscillator—two hours after AFN had signed off the air.

SCIENCE EXHIBITION COVERAGE

CBS Taking Pains to Make Broadcasts Understandable To Laymen; Other Networks Announce Plans

CBS CHICAGO announced last week it will "go all out" in its coverage of the International Science Exhibition in Chicago Dec. 26-31. Headquarters of the convention, sponsored by the American Assn. for the Advancement of Science, will be the Sherman and Stevens hotels.

In an effort to translate science in terms easily understood by the average layman, CBS plans to air a dozen or more programs based on reports and interviews. To do this, the network indicated, it will cancel three regular CBS programs while exhibition is underway.

Preceding the series of broadcasts, a team of CBS news, science, recording and engineering personnel, led by Quincy Howe, news analyst and science broadcaster, and John Pfeiffer, science director, will record interviews with groups of scientists and arrange special pickups from some of the sessions. Jamea Airmons and Hoel Tall, engineers, will supervise technical operations.

A feature of the CBS coverage will be the use of the network's special press room for contact with some 150 newspaper representatives assigned to the convention. A special symposium dealing with popularizing of science by the press is on the convention and CBS program report schedules.

All other networks indicated they would allot radio time to the exhibition by including pertinent discussions and/or appearances of science personalities on regularly scheduled network programs. Mutual's *Northwestern Reviewing Stand* will devote its Dec. 28 broadcast to a discussion of "Atomic Energy and Peace." In addition, MBS' *Meet the Press* program Dec. 26 will emanate from the Sherman Hotel with reporters asking questions of Dr. Harlow Shapley, director of Harvard Observatory.

NBC indicated its *University of Chicago Round Table* broadcast of Dec. 28 would cover some aspect of science, but the subject of the program was undetermined. In addition, NBC's owned and operated WMAQ, will build several of its news shows around the exhibition.

ABC has tentatively scheduled a forum broadcast (4:15-4:30 p.m. CST) Dec. 27 and plans to cover some phase of the science meetings on its *Headline Edition* program aired in the early evening. According to present plans, it also will have some guest scientists on a few of its audience participation shows.

Ad Council Shifts Public Service Campaign Staffs

REASSIGNMENTS of public service campaigns to various staff executives were announced last week in New York by the Advertising Council.

Henry C. Wehde Jr. will handle a Naval recruitment campaign in addition to detail work of the Army prestige campaign. He will continue to supervise the food conservation campaign and the forest fire prevention project, and will work with the American Red Cross during its annual fund raising drive next March.

Edward Royal will do similar work for the Community Chest in addition to assisting with the CARE campaign, and the fat salvage campaign. He also will work as the Advertising Council's staff executive on its United America project, combatting interracial and interfaith intolerance.

Hector Perrier will continue with the American economic system, world trade, and U. S. Savings Bond campaigns.

CBS SPORTS Director Red Barber will do play-by-play account of Orange Bowl football classic between Kansas and Georgia Tech in Miami on New Year's Day. Gillette Safety Razor Co. will sponsor the game for ninth consecutive year over CBS, from 1:45 to approximately 4:15 p.m.

Radio Pioneer Elected To Board Chairmanship

Mr. CRAIG

EDWIN W. CRAIG, WSM Nashville board chairman and president of the National Life and Accident Co., Nashville, has been elected chairman of the board of the Institute of Life Insurance, the public relations organization of the life insurance industry. He succeeds Leroy A. Lincoln, president of Metropolitan Life.

Mr. Craig has been active in radio since 1925, when he built WSM. In 1934 he organized the Clear Channel Broadcasting Service, and has been its chairman since then. He has served as a director and a member of the executive committee of the NAB and in 1937 headed a committee to reorganize that body under paid executives.

WWPN-WMIK FCC CASE ORDERED FOR HEARING

ORDER was adopted last week by FCC designating for hearing the Commission's previous order revoking permit of WWPN Middlesboro, Ky., the petition of WMIK that city for reinstatement and the application of WWPN to assign its CP to a new party, Smithfield Broadcasting Co. The hearing is to be heard Jan. 15.

Revocation, requested by Cumberland Gap Broadcasting Co., which lost 250 w, 1490 kc assignment to Pinnacle Broadcasting Co. (WWPN) in earlier competitive hearing, was ordered by Commission Oct. 16 because of alleged misrepresentations [BROADCASTING, Oct. 20]. FCC has reinstated Cumberland application. Last Jan. 20 Middlesboro Broadcasting Co. (WMIK) agreed to join Pinnacle in new firm to operate WWPN and to drop its own permit, but pact did not go through. Middlesboro now seeks reinstatement of its CP for 500 w day on 560 kc.

Following Cumberland's petition for revocation, Pinnacle filed application for assignment to Smithfield, partnership composed of Elmer Dennis Smith and Tom Crutchfield, local residents, for $3,206.38.

In last week's order for hearing FCC granted WWPN request for suspension, until further notice, of time limits for construction commencement and completion.

3 Alaska Stations Join CBS; WCSC Now on 5 kw

THREE ALASKA stations have become affiliated with CBS, raising the total number of member stations to 174, the network announced last week.

New affiliates are KFQD Anchorage, operating with 5 kw unlimited time on 790 kc; KINY Juneau, with 5 kw unlimited time on 1460 kc, and KTKN Ketchikan, 1 kw unlimited time on 930 kc.

CBS also revealed that WCSC Charleston, S. C., began operating with its new 5-kw transmitter fulltime on 1390 kc Dec. 13. The station had previously broadcast with 1 kw daytime and 500 w at night.

PROGRAM MANAGER

A 50,000 watt network station in a major eastern market is looking for a man to direct its program department.

He must be a fully qualified production man, with a successful record of experience at a well-programmed radio station. Although creative ability and the ability to recognize and handle creative talent are fundamental requirements, this man must also be able to assume sizeable administrative duties and supervise a large program staff.

To a man with these qualifications, this station offers one of the most unusual program setups in the industry, plus a splendid opportunity to build a reputation and a career for himself.

Please give full details in your first letter. This is an immediate opening. Box 237, BROADCASTING.

At Deadline ...

KWFT WICHITA FALLS SALE GETS APPROVAL OF FCC

APPROVAL of $690,000 acquisition of KWFT and KWFT-FM Wichita Falls, Tex. by Edward H. Rowley and H. J. Griffith, Southwest broadcasters and theatremen, and Kenyon Brown, KWFT managing director [BROADCASTING, July 14, Sept. 22], was announced by FCC Friday. Sellers are Joe B. Carrigan (25%), who said he was retiring from radio on advice of physicians; his wife (25%); P. K. Smith 43% as trustee for Laura Lou Carrigan and 5% individually); Mrs. Elizabeth Carrigan Simpson (2%).

New owners bought station in name of KWFT Inc. Mr. Brown is president and owns 20%. Messrs. Rowley and Griffith hold 40% each. Transfer includes two relay stations as well as FM outlet and KWFT, which is CBS affiliate on 620 kc with 5 kw.

Mr. Griffith owns KEPO El Paso, now on equipment tests, and is applying for Norman, Okla., has minority interest in applicant for Freeport, Tex., and with Mr. Rowley is interested in Houston applicant. FCC used withdrawal of his Parsons (Kan.) application as occasion to speak out against one applicant's withdrawing from competitive proceeding and accepting reimbursement for out-of-pocket expenses from erstwhile rival; Mr. Griffith protested and has petition for reconsideration pending [BROADCASTING, Oct. 27, Nov. 17]. Mr. Rowley has interest in KXSA San Angelo, Tex., and in Corpus Christi as well as Houston applicants. Both he and Mr. Griffith have extensive theatre and other interests.

FCC APPLICATION FILED FOR TRANSFER OF KXYZ

APPLICATION filed Friday for FCC approval of sale of KXYZ Houston by M. Tilford Jones and group to Glenn H. McCarthy, Houston multimillionaire oil man, real estate owner and philanthropist, for $875,000 stripped of quick assets [CLOSED CIRCUIT, Sept. 29]. Station is ABC and Lone Star affiliate operating on 1320 kc with 5 kw.

Mr. McCarthy told FCC he planned to move KXYZ studios into $12,0000,00 hotel he has under construction in Houston. He's buying station in name of Shamrock Broadcasting Co., owned by himself and family. KXYZ is licensed to Harris County Broadcast Co., principally owned (about 90%) by Mr. Jones, with remainder held by his daughter and members of station staff. Mr. Jones is nephew of Jesse Jones, Texas financier.

Transfer application was filed through Abe Herman, Ft. Worth attorney for Harris County Broadcasting, and Andrew J. Haley, Washington counsel for Shramrock Broadcasting. Sale is subject to open-bidding procedures of Avco Rule.

TWIN CITY FM-TV PROJECT

TWIN-CITY Television Lab. has leased 11,000 square feet in Lyceum Theatre Bldg., Minneapolis, planning to operate FM and TV stations with priority on use of Lyceum stage and video rights to legitimate productions playing there as well as conducting training unit offering courses in video and production.

TWO MORE PROTESTS ARE FILED AGAINST WFOR

PROTESTS by National Assn. for Advancement of Colored People and by People's Lobby, directed against action of WFOR Hattiesburg, Miss. in cutting CIO *America United* broadcast off air Dec. 7, were reported by FCC late Friday. Protest by CIO was disclosed earlier (story page 80).

Leslie S. Perry of NAACP, one of participants on Dec. 7 forum program discussing civil rights, claimed broadcast was "censored for purely arbitrary reasons" and asked FCC to "take the strongest action against the station that is possible under the law for violating the principle of free speech and sound public service."

Benjamin C. Marsh, executive secretary of People's Lobby, Washington, asked for "action to insure that there are no similar violations of civil rights." He added: "The CIO, like most other labor organizations, would be in a much stronger position if it had a basic economic program which would benefit the general public but it is entitled, under the law, not to have its plea for civil rights blocked by a conservative control of radio."

WPAB 'BLUE BOOK' HEARING

AT LEAST partial "Blue Book case" seen Friday in FCC action calling hearing on license renewal application of WPAB Ponce, P. R. FCC authorities said hearing would inquire into program service, past and future, with additional attention on failure of station to file rebroadcast or network agreements although reporting use of some network programs. WPAB is licensed to Portorican American Broadcasting Co. and is assigned 1370 kc with 5 kw. It's one of about 10 stations set down for hearing on program issues since FCC issued Blue Book programs report in March 1946. Pending hearing, its license was extended to next June 1.

TV ANTENNA SUIT

FOR removal of video antenna from apartment house roof, Irwin A. Shane, executive director of Television Workshop of New York and publisher of *Televisor* magazine, has hailed his landlord and building superintendent into court charging them with malicious mischief. Case, said to be first of its kind, will be heard Dec. 23 in magnistrates court. Mr. Shane, who has been joined in his legal battle by other tenants, alleges that after receiving permission to erect antenna and buying video set he had been notified he must take it down or pay an increase in rent, and that when he refused to pay, antenna was torn down.

NEW OPERATOR RULING

COMMERCIAL radio operators beginning Jan. 1, 1948, will have to file application for renewal before expiration of their licenses, FCC reminded Friday. Special wartime provisions become ineffective after that date.

TELEVISION application for Channel 7 (174-180 mc) reported filed at FCC Friday by Buffalo, N. Y., *Courier-Express*. Investment estimated at $228,250. (See earlier applications, page 17.)

Closed Circuit

(Continued from page 4)

ing advertising money, bearing fruit. NAB this week to send all set makers packet of sales material on how to use air medium, seeking to stimulate dealer cooperative campaigns.

SCHENLEY DISTILLERS Corp., New York, reportedly looking for radio show, presumably for wine, but no decisions made. Agency, Biow Co., New York.

BANDING together against Hollywood Legion Stadium, no manager of main event or preliminary fighters will agree to sign contract for 1948 card. As result, Jules Covey, counsel for Fabella Chavez, has delayed legal action against Don Lee Broadcasting System or Hollywood Legion Stadium. Following ruling of Los Angeles Superior Court which makes necessary withholding of television rights in contract all fighters' managers insist on such clause or else refuse to enter agreement with Hollywood Legion Stadium.

REPORTS PERSIST that Kenneth D. Fry will shortly leave his government spot as chief of State Dept.'s International Broadcasting Division to return to network radio. Former news head of NBC's central division, Mr. Fry joined OWI for wartime duty, subsequently transferring to State Dept.

POSSIBILITY of new AFM local embracing Hollywood radio and movie musicians is currently under consideration. Split from Local 47 is desirable, according to musicians, since they feel too many inactive members dominate Los Angeles meetings.

POSSIBILITY looms for IATSE jurisdiction over technicians of KTLA Hollywood video station operated by Television Productions Inc. While no formal vote has been taken such action is expected early part of this week. In event of such development bargaining would cover approximately 20 employes.

CBX Edmonton, and CBW Winnipeg, new CBC 50 kw stations on 1010 kc and 990 kc respectively, are to go on air July 1, and will be basic stations of Trans-Canada network. CJCA Edmonton, and CFAC Calgary, will be taken off basic Trans-Canada, and are to be available as supplementary stations at option of advertisers until Aug. 1, 1949. CKY Winnipeg will also go off Trans-Canada, but Manitoba government has not yet announced whether station is being sold to private interests or CBC. No decision as to actual date for opening of 50 kw CJBC and CFRB Toronto, has been made yet by CBC. Two stations will switch frequencies.

COLLEGES in 11 western states considering annual radio conferences comparable to annual institute sponsored by Ohio State U.

WIRL, WHIO HEARING

FCC said Friday it had granted petition of WHIO Dayton, Ohio, for reconsideration of Commission's action of April 30 which granted without hearing application of WIRL Peoria, Ill., to boost power from 1 to 5 kw on 1290 kc, directional. New order modified WIRL permit to specify 5 kw and 1 kw night, directional, and designated nighttime 5 kw request for hearing with WHIO made party. Comrs. E. M. Webster and E. K. Jett voted for denial of WHIO petition. Dayton outlet is assigned 5 kw on 1290 kc.

It's impossible *

* You can't cover California's Bonanza Beeline without on-the-spot radio

Beeline people are "worth" 2 Billion in buying power. Annually, they spend more on retail purchases than all San Franciscans and all Seattleites combined.

How do you catch the sales-ear of these prosperous shoppers? *Only with on-the-spot radio.* Because the Beeline is a part of California and Nevada that is literally surrounded by mountains . . . mountains that hinder outside radio signals.

In the Bonanza Beeline people have a long-standing habit of listening to the five BEELINE stations. Together these stations blanket the whole Beeline market . . . individually they are local favorites. KWG Stockton, for instance, goes back 26 years! Buy the Beeline stations to fit your own needs . . . one station or all five.

KOH - RENO
KFBK - SACRAMENTO
KWG - STOCKTON
KMJ - FRESNO
KERN - BAKERSFIELD

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA ✶ PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.